

V O G U E



for lezanne

ADVANCE TRADE EDITION

SEE SECTION OPPOSITE PAGE 106

NEW YORK FASHIONS

OCTOBER • 15 • 1932

© THE CONDE NAST PUBLICATIONS INC.

PRICE 35 CENTS

HAS HOSIERY

"gone
Cockatoo?"

For nearly two years, now, you have had hosiery bargain prices screaming at you like a raucous cockatoo. As if hosiery can be judged by its price any more than a cockatoo by its strident voice!

There has been much cheap, disappointing hosiery made during this period — cheap in price, cheap in quality but expensive to the wearer. Humming Bird Hosiery is being continuously *improved* in materials, in styling, in fineness of texture and — always and always — in those details of workmanship which make for better *wear*. Of course Humming Bird prices have gone down — down to the lowest known prices for honest hosiery but not to the depths of cheap, flimsy merchandise.

We base the claims of Humming Birds to your patronage on three reasons which make any merchandise worth purchasing — QUALITY — WEAR — APPEARANCE. In stores of the better class everywhere, \$1.00 up to \$1.95.



CHIFFONS and SERVICE
WEIGHTS . . . TAILORED
and LACE TOPS . . . PICOT
EDGES . . . FRENCH HEELS
CRADLE SOLES



Humming Bird

FULL FASHIONED HOSIERY

DAVENPORT HOSIERY MILLS, Inc., Chattanooga, Tenn.
NEW YORK SHOWROOMS 385 Fifth Avenue

"Rougher and nubbier" is the fabric news from Paris, and
MALLINSON'S NUBBY CREPE

is a perfect choice for all the little frocks of Winter

Reg. U. S. Patent Office



Model 019—One piece frock of Nubby Crepe in black, brown, green, or rust, with the new high neckline that marks the smartest Winter models. Sizes 11 to 18. 19.75

Model 020—One piece frock with two piece effect. Scarf collar and metal buttons. Nubby Crepe in black, brown, wine, or green. Sizes 11 to 18. 19.75

Model 021—One piece frock with satin cravat and cuffs, especially good in larger sizes. Wine, green, brown, or black. Sizes 16 to 40. 19.75

Model 022—One piece frock with tailored lapels and white piqué collar. Nubby Crepe in green, black, brown, or blue. Sizes 11 to 20. 19.75

These frocks may be seen in our Fashion Exhibits held in most of the larger cities east of the Mississippi. Date and place of showing in your town or nearby supplied upon request.

MAIL ORDERS FILLED

Best & Co.

Fifth Avenue at 35th Street—N. Y.

GARDEN CITY

MAMARONECK

EAST ORANGE

BOSTON

STORES FEATURING PEDEMODE SHOES

New York City Saks-Fifth Avenue

Amarillo, Texas—Regents, Inc.

Baltimore, Md.—Wyman

Chicago—Saks-Fifth Avenue

Dallas, Texas—Volk Brothers

Detroit—Alfred J. Ruby, Inc.

Greenwich, Conn.—

The Favorite Shoe Store

Houston, Tex.—Dollahite-Levy Co.

Kansas City, Missouri—Harzfeld's

Los Angeles, Calif.—Gude's, Inc.

Milwaukee—Gimbels'

Newark, N.J.—L. Bamberger & Co.

Omaha, Neb.—Haas Bros., Inc.

Pasadena, California—Huggins

Philadelphia—The Blum Store

Pittsburgh—Gimbels'

Santa Barbara, Calif.—Huggins

Scranton, Pa.—Gownley's

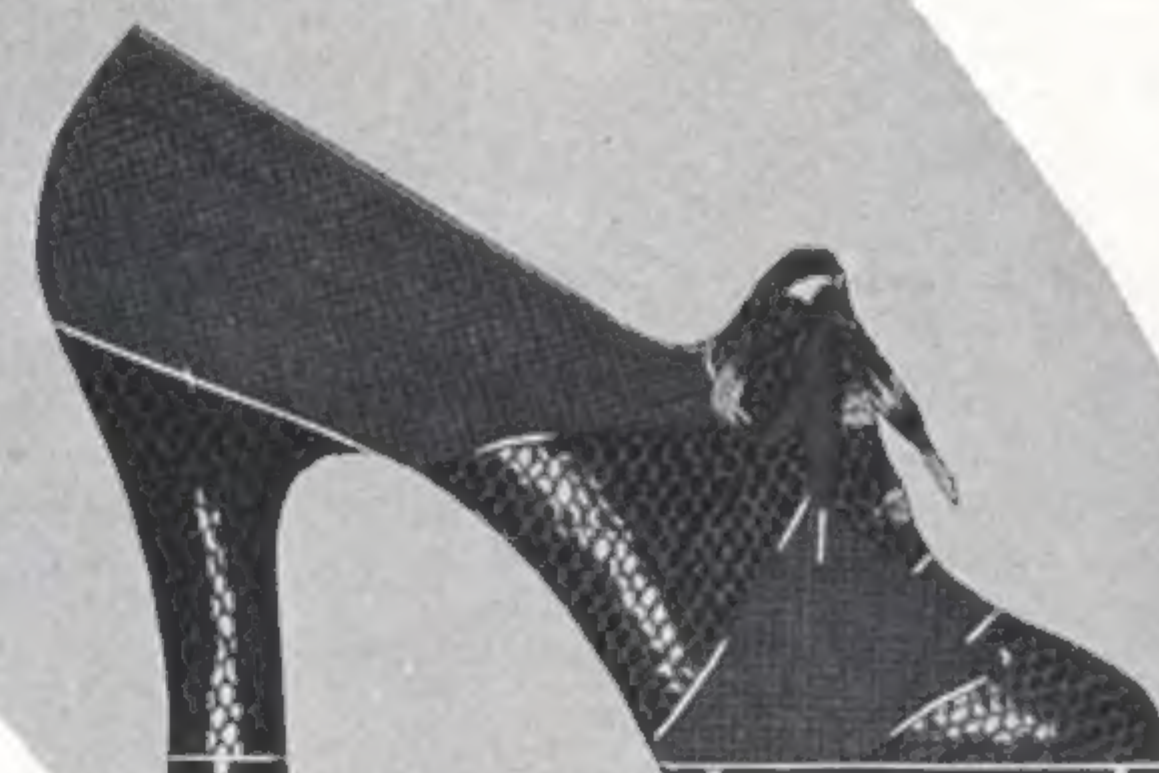
St. Louis—Famous-Barr Co.

Toledo, O.—The H.M.&R. Shoe Co.

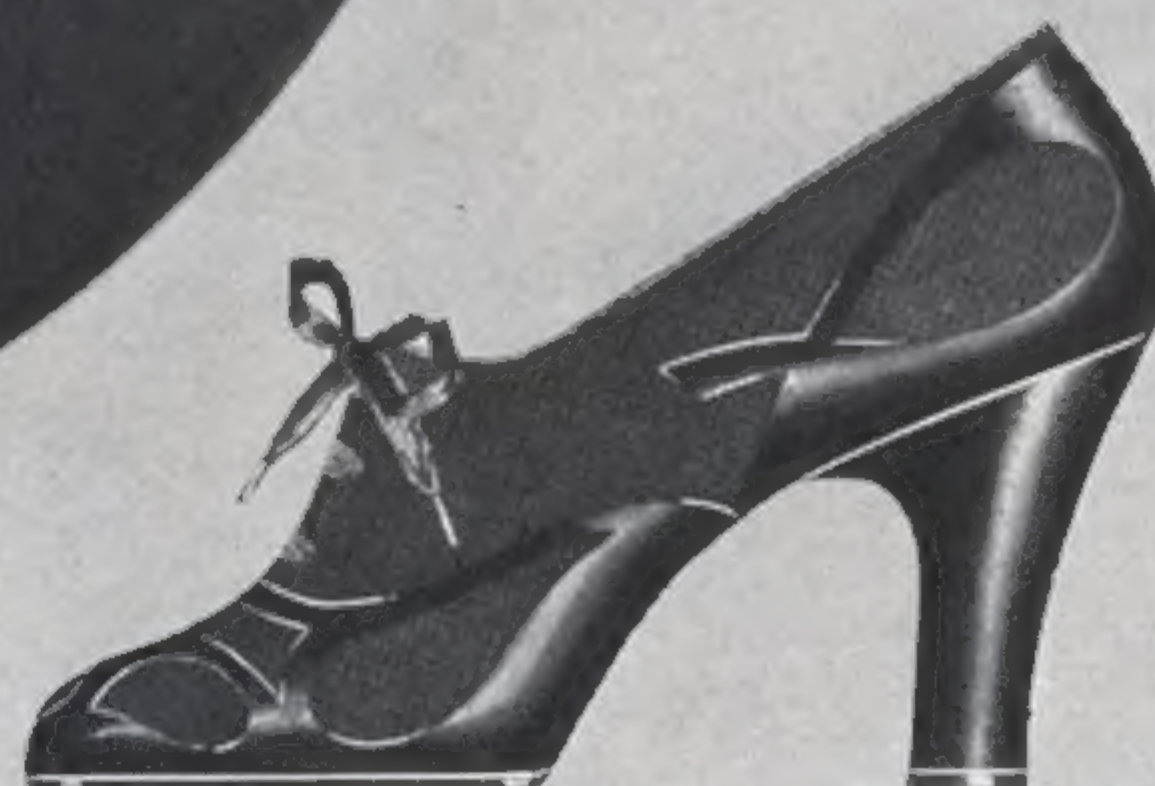
Utica, New York—Tector's

there's a Pedemode movement on foot

American women were quick to adopt the motion—the poetry of motion one's feet suggest when shod in Pedemode Shoes. † Feet wear them and laugh at discomfort and fatigue and look at least a size smaller... and for beauty, the "eyes" have it... Pedemode Shoes make perfect walking mates for the smartest of daytime costumes. † If you favor the motion, you may purchase Pedemodes at America's finer stores.



In suedes, kidskins, reptiles, frog skin and smart combinations... and in fashion's newest fall material, MARCELLA CLOTH.



Pedemode Feminine Footwear
372 DE KALB AVENUE, BROOKLYN

FROM THE CUSTOM-MADE DEPARTMENT

of

Bergdorf Goodman



Wynn Richards

We present this season a very large, very sumptuous collection in our custom-made department, from which the woman of taste may choose to suit her individuality. This eggshell satin Chantal is but one of many . . . from Paris, or our own designers . . . clothes for every occasion of the smart woman's day.

ON THE PLAZA • NEW YORK

**BERGDORF
GOODMAN**

FIFTH AVENUE AT 58TH STREET

Hats that dramatize You!



Here are a few shops where the smart new Knox hats may be obtained:

B. Altman & Co., New York
 L. Bamberger & Co., Newark
 Halle Bros. Co., Cleveland
 Halle Bros. Co., Canton, Ohio
 Halle Bros. Co., Warren, Ohio
 Marshall Field & Co., Chicago
 Frederick Loeser & Co., Brooklyn
 Gimbel Bros., Philadelphia, Pa.
 The Smith-Kasson Co., Cincinnati
 J. W. Robinson Co., Los Angeles
 J. L. Hudson Co., Detroit, Mich.
 E. W. Blum, Inc., San Francisco
 McCreery & Co., Pittsburgh, Pa.
 Harris & Frank, Los Angeles
 Allen Hat Shop, Santa Barbara
 Daniels & Fisher, Denver, Colo.
 Young Gown Shop, Portland, Ore.
 Flint & Kent, Buffalo, N. Y.
 Graham's, Tacoma, Wash.
 Loveman Joseph & Loeb, Birmingham, Ala.
 Haddad, Spokane, Wash.
 Grace Utley Shop, Colorado Springs, Colo.
 "Charlotte," Coronado, Calif.
 Sather-Gate Apparel, Berkeley, Calif.
 McInerney, Inc., Honolulu
 F. D. Abernethy, Inc., Burlington, Vt.
 M. L. Hodgson, Winchester, Va.
 Barton Shop, Cumberland, Md.
 Mary Condon Shop, Hagerstown, Md.
 Christie Shop, Flint, Mich.
 Kneeland Millinery, Lansing, Mich.
 The Gown Shop, Kalamazoo, Mich.
 Simpson Garment Co., Madison, Wis.
 Clarke & Co., Peoria, Ill.
 The Emporium, Ottumwa, Ia.
 Mae Doyle, Akron, Ohio
 Catherine Hickey, Saginaw, Mich.
 Gillespie Millinery, Toledo, Ohio
 Edw. Malley Co., New Haven, Conn.
 Ray Beers Shop, Topeka, Kans.
 Hartmann Millinery, Minneapolis
 Wolf's, Des Moines
 Emery Bird Thayer, Kansas City, Mo.
 Mrs. F. Ackermann, Lawrence, Kans.
 Woodruff Millinery, St. Joseph, Mo.
 M. E. Bunker, Springfield, Ill.
 Tillie Elspeman, Evansville, Ind.
 Helen Schrock, Indianapolis
 Katherine Mears, Columbus, Ohio
 Kathryn Harris Hat Studio, Sharon, Pa.
 Capitol Hat Shoppe, Washington, Pa.
 The Friendly Shop, Concord, N.H.
 F. W. Delano & Co., Boston
 Cohen Bros., Jacksonville, Fla.
 G&S Hat Shoppe, Laconia, N.H.
 Rose A. Beebe, Westerly, R. I.
 Pearlman Co., Gloversville, N. Y.
 Cornish Shop, Elmira, N. Y.
 Claude Pitcher Co. Rutland, Vt.
 The Davis Co., New Britain, Conn.
 Loveman's, Chattanooga, Tenn.
 K. O'Donahoe, Plattsburgh, N. Y.



(LEFT) The divided crown is a new fashion note. The unusual use of ribbon gives a most dramatic effect . . . \$12.50

(CENTER) A charming new version of the felt tricorne. The dotted veil adds an ethereal effect . . . \$10

(RIGHT) Very youthful is this felt hat with brim upturned at the side and fastened with a metal buckle . . . \$8.50

CLEVER, these Knox designers. They've achieved a perfect paradox — complete naiveté with utter sophistication. In their deftly molded lines and subtle new colors, Knox felts for Fall are as exciting as the approaching social season itself.

KNOX THE HATTER • 452 FIFTH AVENUE, NEW YORK, N. Y.

And at the Women's Shops of Knox, The Hatter • New York

B. Altman & Co. presents the unusual
new dress for town, from the original by

Mme. Elsa Schiaparelli



SCHIAPARELLI turns her ingenious hand and original thinking to a new dress for town wear. And we defy any one to twist, stitch, or twine more smartness into one dress! Dull ribbed crepe calsandria with a scarf collar of twine lace—to see it is to love it! And she concludes the dress with those eternal-triangular clips that are so particularly hers. In the new street shades \$69.50

REST ASSURED

we are *not* going to cheapen Wamsutta Sheets

A MONTH or two ago, you may remember, we asked *Vogue* readers whether they wanted us to cheapen the quality of Wamsutta sheets.

The answers that we received said, "No, don't you dare!" in no uncertain terms. They were overwhelmingly against any change whatever in the Wamsutta standard for fine sheeting which we have maintained for so many years. "There are plenty of cheap sheets," they said, "but only one Wamsutta . . . Nobody ever

paid a cent too much for the satiny smoothness and longer wearing strength of Wamsutta sheets . . ."

That, in brief, is the answer of *Vogue* readers to our question.

Thank you, ladies, and you may rest assured of this: *we are not going to cheapen them.* On the contrary, if there is anything that we can do to make Wamsutta still smoother, still finer, and still more durable . . . we shall certainly do it.

All this Fall, Wamsutta sheets and

pillow cases have been selling for less than at any time since 1917, but such prices are not likely to last much longer, with raw materials costing so much more.

If you are interested in really saving money, therefore, now is the time to take advantage of the country-wide Wamsutta values that you will probably never see again.

C. F. BROUGHTON, *Treasurer*

WAMSUTTA MILLS, NEW BEDFORD, MASS.

WAMSUTTA MILLS, *Founded 1846*, NEW BEDFORD, MASSACHUSETTS





THE GERDA

THE FRA

For street and swagger ensembles—the mode sways to

S U E D E

particularly as interpreted in the new “off-side” designs created by

I. MILLER

THE GERDA—Side-tied with gypsy seam to slenderize plump feet and make long ones look petite. High cut for snug fit. And—the new swagger heel!

I. MILLER
De Luxe Shoes

THE FRA—Step into this step-in of suede and baby calf if you're seeking comfort as well as style! Buckled to one side, after the monk's shoe, with an inserted goring! Besides, it boasts the new swagger heel.

I. MILLER
Beautiful Shoes

Suede with a difference! Enlivened by the new and vastly effective swagger heel—high or moderately low, as your foot prefers. Styles galore—I. Miller ingenuity at its best—with emphasis on the new one-sided effects that follow the current trend in millinery, capes and bags as expertly as a group of Albertina Rasch dancers follow the leader! New! Sophisticated! Chosen by fashion authorities of leading style magazines as the high-style street shoes for fall. Correct with any costume—from the casual tweed to the velvet or broadcloth tailor. Yet offered at prices that reconcile high fashion with amazingly low expenditure! . . . Shown in the shops and agencies of I. Miller throughout the country.

BEST & CO.

FIFTH AVENUE, NEW YORK

Pedigreed

**LUCIA... A FAMOUS OPERA
VELVET OF DU PONT RAYON**

Velvet is the sweet—the pampered. But velvet must be worth it. Come to Best's and see the way to know. Examine this don't-dress evening frock. (We have daytime velvets, too.) For it, we use Lucia, one of the Famous Opera Velvets—made of Du Pont Rayon yarn. All true transparent velvets have a rayon pile. Choice ones use Du Pont Rayon. ☆ Notice Lucia where it falls on a bias. No matter how the light strikes, Lucia's glow is clear, unshadowed. Now feel its sheerness. Lucia's pile is short, definitely more slimming, easier to groom, ready for a winter's wear and more.

THE DINNER FROCK PICTURED is Lucia in black with ermine and white satin at the throat. Its back, low cut to the belt, is held by a bow at the neck. The skirt is gored in back and gently full. Sizes 12 to 18. Price, 49.50 at Best's.



**DUPONT
RAYON**
REG. U.S. PAT. OFF.

DU PONT RAYON COMPANY, EMPIRE STATE BUILDING, NEW YORK, NEW YORK

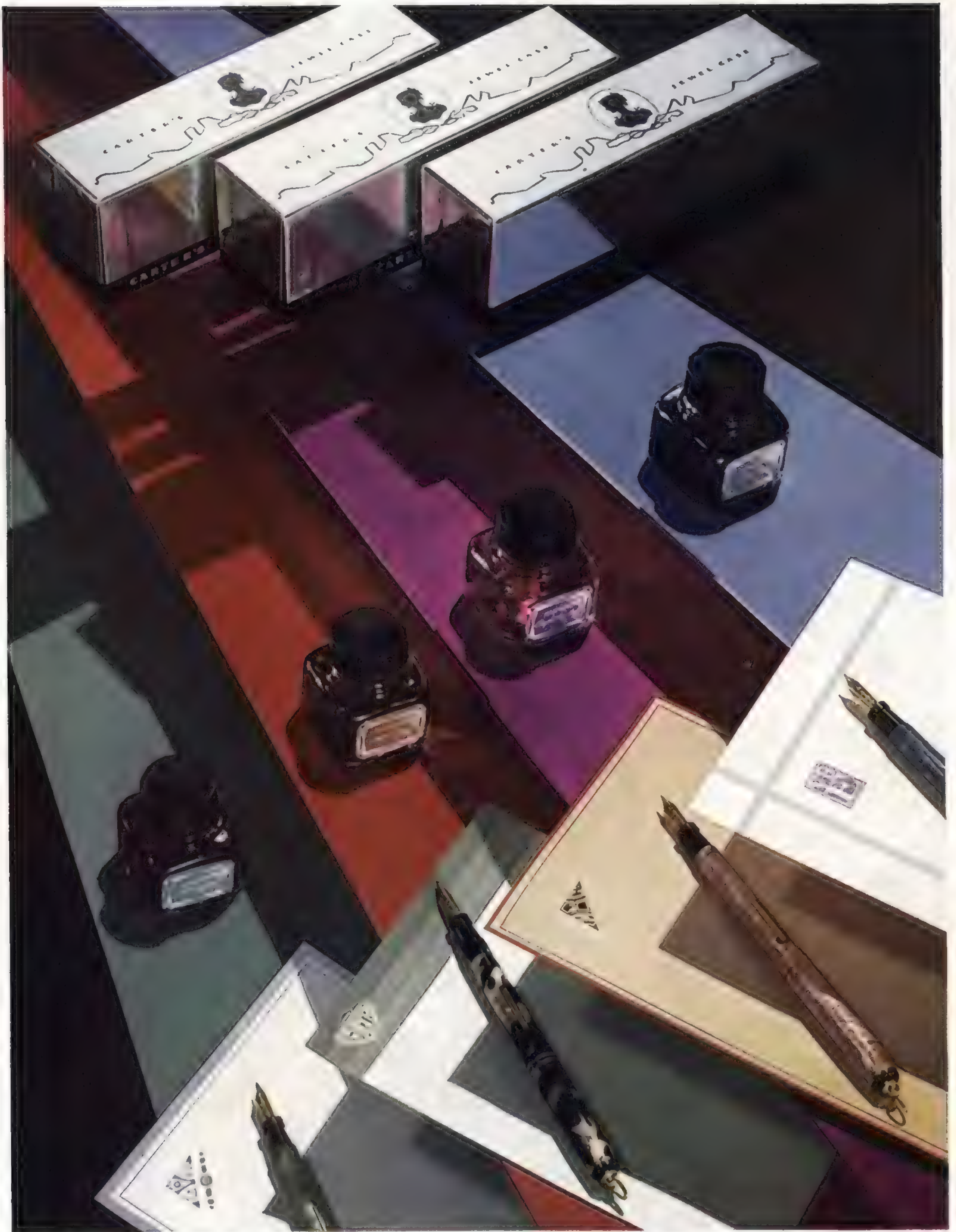
The newest
touch in smart
letter writing
is

COLOR

FASHION today means color, and at last you can satisfy your yearning for it even in the ink you use. New and lovely are the Carter Jewel Inks which you see on this page . . . Four beautiful shades sparkingly express the subtle combination of personality which is You. Blend delightful cocktails of paper, monograms, inks. Be demure in two shades of blue, subtle in silver and lavender, mysterious with jade, dashing with russet coral and

mat white . . . Wholly correct, wholly intriguing—these tones are deep enough to satisfy the most conservative fastidiousness . . . Use these grand, free-flowing inks in one of the shimmering Carter Pearltx Pens shown—and it will be just as easy as it is smart to express yourself—distinctively and originally—in color . . . You will find both Carter's Jewel Cases and Carter's Pens at any of the better grade stationery and department stores.

C A R T E R ' S I N K S I N J E W E L C O L O R S



DEBONAIR NEW SPORT COATS

smartly styled in clever new weatherproof materials



RADCLIFFE—The Radcliffe keeps you looking fresh as a daisy no matter what the weather. It's made of a new linen-like material, most attractive in this double-breasted, belted model. The raglan shoulders, wide notched collar, slash pockets and strap sleeves give the coat that easy-going manner you want in all your sport things.

COUNTESS—Here the big, bold double-breasted yoke and the epaulette over-sleeve achieve that gal-

lant, broad-shouldered character that's so awfully good now. This coat has a snug-fitting collar, is worn belted tightly at the waist and reaches a little below the knee. A most appropriate coat for sports, the country or for general wear in town. In navy blue and three other smart shades of "Peachskin."

SPORT REEFER—A trim, saucy little "Peachskin" jacket that's just right to wear for ever so many things. Square shouldered, double-

breasted, with large bright metal buttons and ring-buckle belt. Two slash and two flap pockets. Very jolly in a gay new shade of red—or in chamois.

"Peachskin" is a downy coated new material somewhat like suede in appearance, but like nothing you ever saw for downright defiance of all kinds of weather. What's more, it lends itself in a most ingratiating manner to the very smartest kind of tailoring—and, wonder of won-

ders, it makes possible the attractive coats shown here at prices within the power of the slimmest purse and the most despairing budget. Ask and see. Inquire at any good shop for the new weather-proof sportswear by the United States Rubber Company.

P. S. The chap at the left is wearing one of the new "Peachskin" weatherproof sport coats for men.



COATS BY UNITED STATES RUBBER COMPANY

PHOENIX

creates

FUR TONES

Smartest Autumn Hosiery Colors



JANE RÉGNÝ
SELECTS

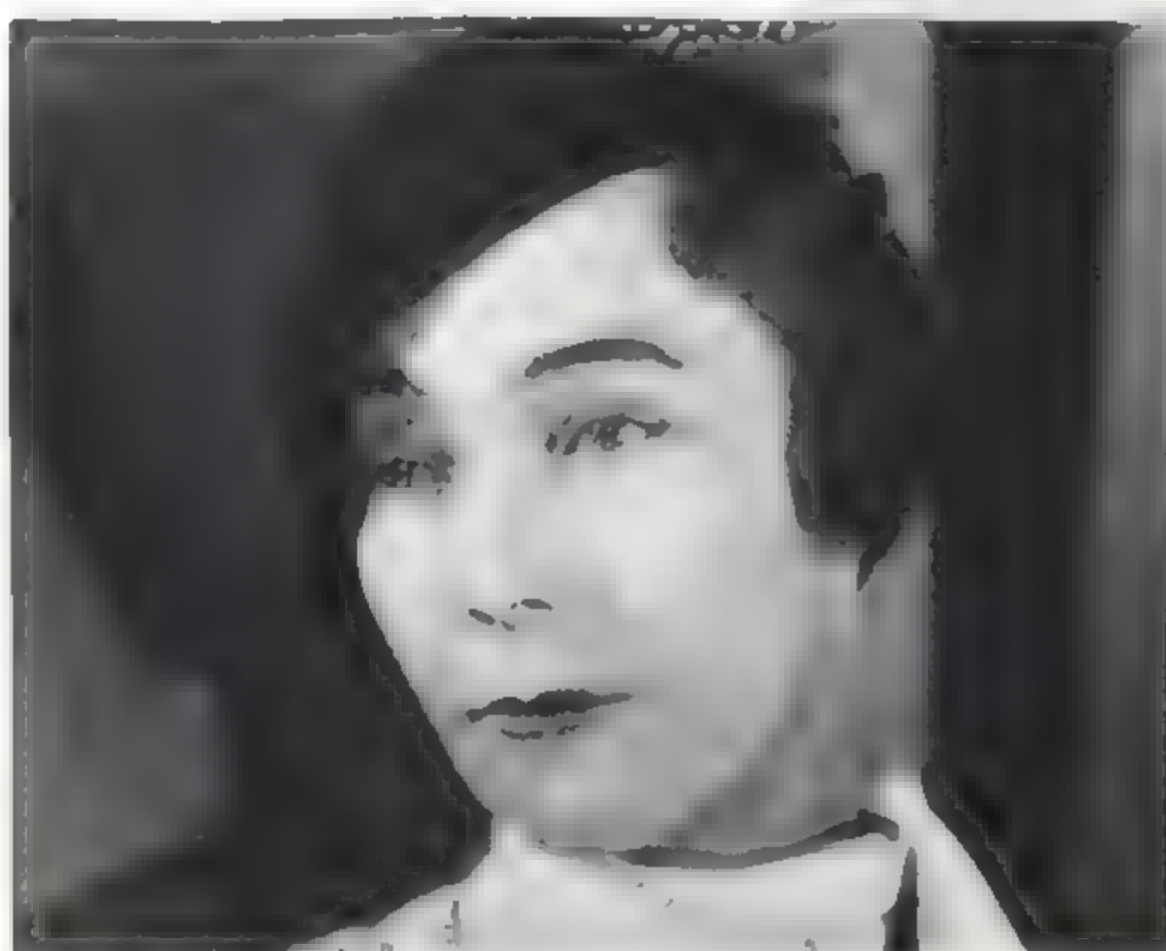
BEAVER

Selected by three famous
Paris dressmakers



MAGGY ROUFF
SELECTS

MINK



VERA BOREA
SELECTS

SABLE

*F*UR capelets, fur jackets, fur trimmings of all kinds will envelop us this Autumn and Winter. Fur is more important than ever.

So Phoenix creates Fur Tones in hosiery! And three famous members of the Paris couture choose their favorite Fur Tones.

Jane Régný selects Phoenix BEAVER. She approves it for black, wine, red, or green, worn with brown accessories; and costumes in the popular dark browns.

Phoenix MINK is Maggy Rouff's choice. It can be worn with any of the true browns; the costume shades of wine, red and green.

Phoenix SABLE, predicts Vera Borea, will outsell them all. It's a versatile shade—a red brown that's particularly suited to wines

and reds, and the dark or reddish browns.

Phoenix' all-occasion hosiery shade is BLUE FOX—correct with blue and black, as well as with other costume shades.

Definite improvements in quality, to give you greater beauty and comfort and longer wear have been made in all lines of Phoenix Hosiery. Such important new features as "CUSTOM-FIT" tops (patent pending) and the new "STREAMLINE" heel. And—all Phoenix Hosiery is now made of Certified Silk—durable, beautiful. Phoenix Hosiery Company, Milwaukee, U. S. A.

New reduced prices:

75c 85c \$1.00 \$1.35

Also special features at \$1.65, \$1.95

PHOENIX HOSIERY

Makers of Hosiery for Men, Women and Children



THE SHOPPERS' AND BUYERS' GUIDE

ART NEEDLEWORK

CREVENNA—The newest—smartest yarn. Bouclé type with a portion of wool. Knit an outfit—It's fun—it's economical. Large assortment of colors. Alice Maynard, 16 West 46th Street, New York City

BAGS

LADIES' BAGS. We specialize in recovering and mending all kinds of bags. Models made to order in Tapestry, Needlepoint, Petit Point. Send for catalog. Wm. Nibur, 2432 B'way 510 & 689 Mad. Ave., N. Y.

HARRIET WEIL—373 Fifth Ave., N. E. cor. 35th St., Room 504. Telephone Caledonia 5-1746. Bags of all styles copied—repaired and relined. Pearls and beads restrung. Jewelry repaired and remounted

BEAUTY CULTURE

EYEBROWS & LASHES darkened permanently with Coloura. Eliminates daily make-up. Sold everywhere, \$1.25 postpaid. Treatment 50c at Spiro's, 26 West 38th St. & 35 West 46th St., N. Y.

MULTIPLE ELECTROLYSIS—Mary Elizabeth Scollan, Personal Service only. Free booklet. Address 1 West 34th St., near 5th Ave., Room 709, New York City. Telephone Wisconsin 7-7889

ELLA LOUISE KELLER'S personal method of Electrolysis satisfactorily destroys Superfluous Hair. Only method recommended by physicians. 11 W. 42 St., N.Y. Long. 5-6537. Also Chicago—Minneapolis

NATALIE TOVIM, Reg. Nurse, uses her improved method of painless electrolysis to remove superfluous hairs permanently, any thickness. Endorsed by physicians. Med. Arts Bldg., 57 W. 57 St., N. Y. Wick. 2-3841

MME. MAYS—Scientific facial rejuvenation; lines, wrinkles, freckles, blemishes removed. Skin restored to youthful freshness. Physicians' endorsements. Free booklet. 38 W. 53rd St., N. Y. Wickersham 2-7054

DR. C. C. COATES—38 WEST 34TH ST., N. Y. (Facial Surgeon, formerly with Dr. Pratt.) Face Lifting and Blemishes, Age Signs. Facial feature corrections. Appointments. Pennsylvania 6-3519

DR. PRATT—PLASTIC SURGERY OF THE FACE. Correction of Lips, Nose, Ears & Neck. Face "Lift" or "Draw", and Over or Under Eyes. 500 West End Avenue, N. Y. Telephone Endicott 2-5417

SAMUEL P. GILMORE, Superfluous Hair, Facial Blemishes including warts & moles, permanently removed. References from leading physicians. Est. 40 yrs. 104 E. 40th near Park Ave., N. Y. Caledonia 5-5578

EUNICE SKELLY—CONTOUR GROOMING! Exclusive method replaces relaxed muscles of face & neck, correcting premature lines, double chins, etc. Also effective Peel. Cl. 7-0929, 171 W. 57 St., 213

"REJUVENATING FACIAL \$1.00" corrects oily skin and large pores. Also 4 day facial completely removes without surgery wrinkles, freckles & years from face. Perma Facial, 119 W. 57 St. Circle 7-5180

FACE LIFTING by Bloodless Surgery—no cutting, no peeling. Only one of its kind in U. S. Removes all age signs without pain or season of retirement. The Renna Method, 171 W. 57th St., Circle 7-7127

PLASTIC SURGERY INSTITUTE—Correctional plastic surgery for facial or body defects; also breast lifting, face peeling, etc. The Waldorf-Astoria, 50th & Park Ave., N. Y. C. Eldorado 5-3000

CHINA & ARTWARE

"CANADA'S MOST TALKED ABOUT GIFT shop." Wonderful selection of English Bone China. New Dinnerware booklet will be sent on request. Herbert S. Mills, Hamilton, Canada

CHRISTMAS CARDS

PERSONAL ENGRAVED CHRISTMAS CARDS. exclusive designs, magnificent assortment, delivered anywhere. Send for samples at once. Everett Waddey Company, 5 South 11th St., Richmond, Va.

CORSETS

LOUISE GREENWOOD, CORSET EXPERT. Every description corset, corselette, brassiere—imported or domestic—copied, remodeled, cleaned. Estimates given. Latest models in stock. 55 W. 42 St., N. Y. Chick. 4-0930

MISS ELEANOR, FORMERLY WITH MME. BINNER. Modern art in corsetry. The Strapless Brassiere, for evening, a specialty. A perfect fit suiting your individual needs is guaranteed. 44 W. 56th St., N. Y.

AGNES MALONE. Corsets, Brassieres, Lingerie Correctly designed for new fashionable silhouette. Individual models carefully fitted. Best materials. Moderate prices. To order & ready made. 19 W. 56 St., N. Y.

"LE CORSET JOUVENCE" gives youth. The latest creations in smart corsets and corselettes. Lines and fitting perfect. To order with imported materials from \$15. 11½ East 49th St., Volunteer 5-7258

DELICACIES

QUALITY? Always—although conditions today permit us to offer unusually low prices. Catalog. Mail orders. Maison Glass, Foreign & Domestic Table Delicacies, 15 E. 47th St., N. Y. Wick. 2-3316

VENDOME—Specialist in highest grade fresh Russian Caviar. Large assortment of all fine table delicacies. Write for catalogue V. 18 East 49th Street, New York City. Wickersham 2-2224

FRESH RUSSIAN BELUGA CAVIAR, imported direct, 1 pound jar \$9.00; ½ pound jar \$4.50; ¼ pound jar \$2.25. Maison Glass, Inc., Importers of Foreign Delicacies, 15 E. 47th St., N. Y. Wick. 2-3316

APPLE CONSERVE. Delicious, new, unique product from Shenandoah Valley apples & fruit juices. Box of 4-10 oz. jars \$1. Postage P.D. E. of Miss. \$1.45 West. W. T. Lupton Co., Martinsburg, W. Va.

THE SHOPPERS' & BUYERS' GUIDE makes your shopping easier. At your leisure you can pick out the shops offering just the articles or services you need. A check and note of explanation will do the rest

Sailing at six—

but she made it

When Betty descended upon New York in all her glory, en route to foreign parts, she discovered that her evening frocks were inches too short. Short, too, was the time to sailing. But Betty knew her Shoppers' & Buyers' Guide—knew just where to look for a dress shop of which she had been a good mail customer for several seasons. And the problem simply evaporated—as most problems do when you take them firmly by the horns. We could tell you of many other near-tragedies averted in this way.

You can rely upon any of the dressmakers or dress shops you find in the Guide, even for emergencies greater than Betty's. They cater to a particular class of patrons, both inside and outside New York, and they do a vast amount of remodeling, beading, decorating, mending, repairing, retouching and cleaning by mail.

The Shoppers' & Buyers' Guide is a long street of little shops that beauty built—shops whose wares and services are dedicated to the cause of beauty—beauty of person, in dress, in the home, in entertaining. Vogue recommends all these advertisers to you because it has investigated them, it knows them, and knows that they operate on the plane of smartness upon which Vogue itself operates.

If you do not see the particular type of establishment you need in the Guide at any time, just write to The Shoppers' & Buyers' Guide of Vogue, 1928 Graybar Building, Lexington Avenue, at 43rd Street, New York.

DRESS SHOPS

JANE ENGEL—AT 1046 MADISON AVENUE. New York City. Is known for smart hats and dresses at extremely moderate prices, catering to both misses and women. Tel. Butterfield 8-5016

GERMAINE—Privileged to show the outstanding Continental models in formal gowns, wraps, furs, sportswear, millinery and lingerie. Trousscaux a specialty. 59 East 54th St., N. Y. Eld. 5-5693

DRESSMAKING & REMODELING

MISS VALENTINE—Dressmaker. Smartly sophisticated gowns and wraps designed. Imports expertly copied. Gowns carefully remodeled. Prices moderate. 665 Fifth Ave., New York City. Vol. 5-4941

JEANNE GREBERE—Designs, makes gowns, suits, wraps in latest intricate lines. Remodeling expertly done. Highest workmanship—moderate. Models copied. 796 Lexington Ave. (61 St.), N. Y. Regent 4-5466

REMODEL OR DESIGN YOUR GOWNS—helped by style authority with "Vogue" experience. Make good taste an asset. Inquire Traphagen Studio, 1680 Broadway (52d St.) N. Y. Columbus 5-2077

MME. CLERY—HIGH CLASS DRESSMAKING. Evening Gowns and Wraps. Your own material used. Remodeling a specialty. Attractive prices. 820 Lexington Ave., N. Y. Regent 4-5847

I HEARD YOU SAY THE OTHER DAY . . . "If I knew a good dressmaker, I would go to her." Here she is . . . Marthe Gnadté . . . Circle 7-2477; 226 Central Park South, New York City

ENTERTAINMENT

YOUR INDIVIDUAL HOROSCOPE written in detail \$5.00; including two year forecast \$10.00. Send date, hour, and place of birth. Cornelia Kane—Astrologer, 509 Fifth Avenue, New York City

FURS

\$250 AND UP for beautiful, flat Caracul coats made to your individual requirements and measurements. Finest workmanship. Richard Koppen, formerly with Gunther. 17 West 45th Street. BRyant 9-3368

HAIRDRESSING ESTABLISHMENTS

J. SCHAEFFER, over 12 years New York's leading Permanent Wave Specialist. All methods. Becoming individual effects. J. Schaeffer Inc., 590-5th Ave., at 48th N.Y. Dry. 9-7614, also Hotel St. Regis, Plaza 3-4500

CHARLES BOCK, authority on permanent waving. Specialist on white and bleached hair. Individual Bobs and Hairgoods. Charles Bock, 20 East 57th Street, N. Y. Plaza 3-5010

HAIRDRESSING ESTABLISHMENTS—Cont.

MARS SOCIETY'S HAIRDRESSER at 47 East 58th Street, New York City, opposite the Plaza Theatre between Madison & Park Aves. Telephone Volunteer 5-1187, Murray Hill 2-9831

FIGARO is known for his distinctive work in hair and beauty culture. His permanent waves not only suit your personality but give you the utmost chic. 1 East 53rd St., N. Y. VO. 5-1831—5-1832

NICHOLAS—HAIRDRESSER—Specialist in hair coloring and reconditioning faded or badly colored hair. Permanent waves of individuality. Also bobbing & shampooing. 605-5th Ave., Vol. 5-0188

R. LOUIS presents Jean, just arrived from Paris with the newest ideas in hairdressing—some startling, some conservative. Acknowledged expert in hair coloring. 26 West 58th Street, New York

DIMITRY—Coiffeur to New York's gentlewomen. Formerly the personal representative in this country of Antoine. Consultation by appointment. Salon at Milgrim, 6 West 57 St., New York, Circle 7-7200

HAIR COLORING

HAIR-COLORING DONE SCIENTIFICALLY on gray and fading hair, with beautiful, natural results. Scalp treatments sponsored by physicians. Mary Greene, 1 East 53rd St., N.Y.C. Plaza 3-0591

FRANÇOIS HAIRCOLORING-SPECIALIST can restore your hair to its natural color and lustre. Poorly dyed hair corrected. Visit our new daylight department at 9 E. 49th St., N. Y. Plaza 3-6226

HAIR COLORING AND HEALTH. Don't do anything before consulting (gratis) the eminent Mr. Spiro—famous for 45 years. Spiro's, 26 West 38th Street and 35 West 46th Street, New York City

HAIR GOODS

MANUEL TRANSFORMATIONS, sight-proof parting, absolutely natural looking. Specialist in Wigs, Transformations, Gentlemen's Toupees. Booklet on request. B. Manuel, 485 Madison Ave., N. Y.

FRANÇOIS QUALITY TRANSFORMATIONS. Newest bob wigs of finest French hair—with invisible parting. Light & comfortable—1932 prices—booklet. Mail orders. François Hair Specialist, 9 E. 49 St., N. Y.

CLEMENT'S Parisian Bobs and Transformations; undetectable; finest quality and workmanship; moderate prices. Booklet. Mail orders a specialty. R. Clement, 46 West 56th St., N. Y. C. (Est. 30 years)

HAIR & SCALP SPECIALIST

YOUR HAIR FALLING? Have scalp scientifically treated; original Waldeyer & Betts Swedish Method. Anna S. Burke, 665-5th Avenue, New York City. Telephone Plaza 3-2812, Booklet

LACES

E. ZALLIO—Est. 1903. Antique & Modern Laces, Linen, Bridal, Boudoir Laces, Banquet Cloths, Memorial Altar Pieces from your own laces, no piece too insignificant to remodel. Gifts, Cleaning, Mending. 561-5th Ave., N. Y.

LADIES' TAILOR

ANDRE BALOD, Tailor—Chapeaux Marthe Suits, Coats, Wraps & Furs perfectly tailored at conservative prices. Styles up-to-the-minute. Smart Hats to order. New location: 39 W. 56 St., N.Y. Circle 7-8179

S. CASOLA & BROS. INC. 16 West 56th St., New York City. Ladies Tailors, Furs, Gowns, Suits and Coats made to order. Superlative Workmanship. Prices to meet current trend of economy. Circle 7-4330

MENDING & REPAIRING

INVISIBLE REWEAVING—Moth Holes, Tears, Burns in Garments. Shine Permanently removed. Reliable service. Lowest Prices. Guarantee Damage Weaving Co., 146-5th Ave. (19-20 Sts.), Chelsea 3-2624

ART NEEDLEWORK Repairers. All Tapestries, Linens, Damasks, Antiques, Sliks, Brocades, Clothing, Rugs, etc. French Weavers. No damage is hopeless. (23th Yr.) La Mers Studio, 345 W. 58 St., N.Y.

MILLINERY

REMODELER OF HATS "A Hat of Yesterday"—redesigned into a "last word" creation. Smart new Hats to order. Mail Orders a specialty. Prices reasonable. Irene Franks, 48 W. 56th St., N. Y. Circle 7-6295

NAME TAPES

CASH'S WOVEN NAMES for marking clothing, household and hotel linens, etc. Write for styles and prices. J. & J. Cash, Inc., 12th St., So. Norwalk, Conn., or 6203 So. Gramercy Place, Los Angeles, Cal.

PATTERNS

PATTERNS CUT TO MEASURE from illustrations, description of model. Fit guaranteed. Special attention to mail orders. Mrs. W. S. Weisz, 303 Fifth Ave., cor. 31 St., New York. Bogardus 4-0142

SHOES

SHOECRAFT SALON "fitting the narrow foot" in sizes 1-11 AAAAA to C. French and English models in street and evening footwear. Send for catalog VB. Fit Guaranteed. 714-5th Ave., New York

SHOPPING COMMISSIONS

EDITH V. STOVEL of the Associated Purchasing Agents, New York, shops for or with you in leading stores without charge. Free Shoppers' Magazine, 366 Fifth Ave., N.Y. Tel. Wisconsin 7-3288

MRS. SARAH BOOTH DARLING. Purchasing Agent. Accompanies out-of-town patrons; also shops for you. No charge for services. Shoppers' Magazine free. 155 W. 78th St., N.Y.C. TRafalgar 7-6450

GEORGETTE DUNBAR EVANS shops for or with you gratis. Shoppers' Magazine free. Purchasing Oriental & Hooked Rugs a specialty. Interior decorating. 522 Fifth Ave., N.Y.C. Murray Hill 2-1193

MRS. C. B. WILLIAMS, New York Shopper, will shop with you or for you. Services free. Send for "The Shopper" magazine. Interior Decorating. 366 Fifth Ave., N. Y. Telephone Wisconsin 7-0885

AUDREY T. McALLISTER offers her experience and service to you gratis; shopping for you or with you in the best New York shops. 551 Fifth Avenue, New York. Telephone Murray Hill 2-8179

YOUR SHOPPING made easier. We know merchandise, styles and economical ways to buy. Send for "The Shopper." Spanish clientele invited. Mrs. Lewis Middleton, 366-5th Ave., N.Y. Wis. 7-1683

NEW YORK SHOPS BROUGHT TO YOU. My free service brings you the Smartest Things at the most Reasonable Prices. Write for pamphlet. Helen L. Richards, 452 Fifth Ave., N.Y. PE 6-6862.

SWIMMING SCHOOL

MARY BEATON School for Swimming. Expert instruction. Luxurious pool. Gymnasium, massage. Reasonable prices. Send for Booklet. C. Mary Beaton, The Barbizon, 140 E. 63rd St., N.Y. Regent 4-7796.

TROUSSEAUX

PURPLE BOX, 11 East 55th Street, N. Y. Hand-made lingerie, negligees, linens, handkerchiefs. Monogramming a specialty. Unusual gifts for all occasions. (Workrooms at Crippled Children's School.)

WEARING APPAREL BOUGHT

MME. NAFTEL, Bryant 9-6268, will purchase at highest valuation slightly used gowns, wraps, furs, diamonds, jewelry, silverware. Write or call 69 West 45th St., N. Y. Bryant 9-6268, 9-6269

WE PAY CASH for your Wearing Apparel, Diamonds, Jewelry, Silverware, Antiques. Full value guaranteed. Bank & Society references. Mme. Furman, 103 West 47th St., N. Y. Phone BRyant 9-1376

WEDDING STATIONERY

ENGRAVED WEDDING Invitations and Announcements. Everett Waddey Co. has for generations insured highest quality at reasonable prices. Prepaid Book Wedding Etiquette Free. 5 S. 11th St., Richmond, Va.

A HIGHLIGHT Jacket MODE . . . in the EXCLUSIVE
Shirredvel ONE OF THE SEASON'S MOST
 IMPORTANT GROUP OF *VELVETS* ENDORSED BY
 schiaparelli

This is news if you're going places this Fall! If you know your fashion facts you will instantly recognize that here is the opportunity for real and authentic smartness . . . and an enviable distinction.

Schiaparelli is the magic sesame to dress glamour. Shirredvel is one of Schiaparelli's personal fabric selections for Fall. . . . exclusive with OPENHYM in America. Its intriguing, shirred effect gives to the important little Jacket a wealth of loveliness. Be sure you have one . . . be sure it has the personal Schiaparelli label.

"The BEST as a
 MATTER of HABIT"



These and other fine stores will
 show you the illustrated model:

- New York LORD & TAYLOR
- New York BEST & CO.
- Indianapolis L. S. AYRES & CO.
- Pittsburgh JOSEPH HORNE CO.
- Detroit THE J. L. HUDSON CO.
- Baltimore HUTZLER BROS. CO.
- Columbus, O. F. & R. LAZARUS & CO.
- Cincinnati JOHN SHILLITO CO.
- Philadelphia STRAWBRIDGE & CLOTHIER
- Cleveland WM. TAYLOR SON & CO.
- Chicago CARSON PIRIE SCOTT & CO.
- Washington, D. C. WOODWARD & LOTHROP
- Omaha J. L. BRANDEIS & SONS
- Dallas A. HARRIS & CO.

WM. OPENHYM and SONS
 SELLING AGENTS
 110 W. 39th St. New York
 MEMBER OF THE VELVET GUILD INC.





This miracle of plastic surgery is the achievement of Lewis E. Welsh, architect. The original house was purchased by Mr. Erwin Wheeler at Trinity Lake, N. Y. with little to recommend it but its splendid location. The craftsmanship of the architect did the rest.



MODERN MIRACLES . . . for your home

If you are one of the many who have a long-suppressed desire to perform the miracle of transforming an unsightly old ruin into a beautiful modern home, you can't afford to neglect the inspiring and practical suggestions House & Garden brings you in such achievements as that shown in the photographs reproduced on this page.

Or perhaps your problem is the creating of an entirely new home. If so, House & Garden has a rich store of ideas for every step of the way—the choice of a home site . . . the selecting of an architectural style most effective for its setting . . . the planning of the entire house for beauty and convenience . . . the working out of many baffling matters of construction, building materials, insulation, heating, lighting, and all the rest.

Again, your immediate concern may be with interior decoration—a whole house, or a single accent to set off a

room that lacks an elusive “something” to achieve its destiny. Still again, your special interest may be that of landscaping or gardening—acres of lawn, woods, and stream or the exacting details of a rock garden or sun-porch garden.

Whatever your particular problems and interests—even to collecting of antiques and entertaining—you will find House & Garden a constant and stimulating source of counsel that will add to your hobby of the home-making arts and subtract from the waste of ill-considered investments which mean disappointment and further expense.

Architects, decorators, and garden experts, the country over, use House & Garden in their work and recommend it to their clients. You can profit by all the good things House & Garden offers, for two solid years . . . at less than the cost of a single poorly-chosen chair or flowerbed that fails to achieve the loveliness you hoped for it.

2 YEARS (24 ISSUES) OF HOUSE & GARDEN FOR ONLY \$4

THE CONDÉ NAST PUBLICATIONS, INC., Graybar Building, New York City

☐ I am enclosing \$4 for two years (24 issues) of House & Garden

☐ I am enclosing \$3 for one year (12 issues) of House & Garden

Name _____

Street _____

City _____ State _____

You don't mean it!
Genuine Enna Jetticks
for only \$4⁴⁰?... why...
that's the original
Radio Shop that used
to cost much more.

Yes, many styles are
reduced to \$4⁴⁰...
some are \$5⁰⁰... And
think... they had my
exact size in just
the style I wanted

they had just
what I wanted
too... Aren't
they honey's?



Prices are lower . . . Styles are higher . . . the new Enna Jetticks are on display . . . 177 sizes and widths . . .
Styles for Fall and Winter approved by the best dressed women in America . . . You need no longer be
told that you have an expensive foot . . . Enna Jetticks are now sold at the lowest prices in their history.

VOGUE'S SCHOOL DIRECTORY

GIRLS' SCHOOLS

THE FINCH SCHOOL

RESIDENT AND DAY. Advanced cultural and practical courses emphasizing the Arts, French, Homemaking, Secretarial Training. AFFILIATED EUROPEAN TRAVEL SCHOOL. Jessica G. Cosgrave, Principal. 61 East 77th Street NEW YORK CITY

THE LENOX SCHOOL

A Day School for Girls. Pre-primary through General and College Preparatory Courses. Residence for 5-day boarders. Jessica G. Cosgrave, Olivia Green, Principals. 52 East 78th Street, New York City

GARDNER SCHOOL

Moved to 154 East 70th Street, New York. Resident and day school for girls. Accredited. Elementary, College preparatory, secretarial and collegiate courses. All forms of athletics. 75th Year. M. Elizabeth Masland, Principal

SEMPLER SCHOOL

Resident and Day. Postgraduate & Junior College courses. College Prep., Art, Music, Dramatic Art, Secretarial, Domestic Science, Country estate, Sports, European affiliated school. Mrs. T. Darrington Semple, Principal, 351 Riverside Drive, N. Y. C.

ELMLEA

Graduate work to prepare young women for Leadership in Educational Drama. Dramatic Interpretation and technique, play-writing, voice and body training, related subjects. Fall, Putney, Vt. Winter, Hotel New Weston, N.Y.C. Katharine J. Everts, Adele Lathrop, Elizabeth Fay Whitney.

MARYMOUNT

Tarrytown-on-Hudson New York. Four-year College on Castle Ridge. Degrees B.A., B.S., M.A., Accredited Preparatory School & Junior College in Wilson Park. Secretarial, Dom. Sci. Music, Art, Gym., Swimming, H. Riding. Branches:—5th Ave., N. Y. City; Paris; Rome. Catalogues—Rev. Mother.



BRIARCLIFF
Collegiate, General, and College Preparatory courses. Riding, golf, swimming, pool. Catalogue. Briarcliff, Box V, Briarcliff Manor, New York.

The KNOX School for Girls

College preparatory, advanced and vocational courses. Mrs. Russell Houghton, Box V, Cooperstown, N. Y.

MISS BEARD'S SCHOOL

Recommended by the leading colleges for women. Broad, well-balanced educational program for girls not going to college. City and country advantages. Grounds and equipment for sports. Address: Lucie C. Beard, Headmistress, Orange, N. J.

ROSE HAVEN

School for Girls, 5-15. Rockleigh, N. J. Complete elementary course. Native French teacher. Music. Dancing. Art. Charming home atmosphere. All sports. 1 hr. N. Y. M. Birchard, Northvale, N. J., Box V.

WYKEHAM RISE

Washington, Connecticut. A COUNTRY SCHOOL FOR GIRLS. College Preparatory and Special Courses. Fanny E. Davies, LL.A., Head Mistress

LOW-HEYWOOD

On the Sound at Shippan Point. Preparatory to the Leading Colleges for Women. Also General Course. Art and Music. Separate Junior School. Outdoor Sports. Address Mary Rogers Roper, Headmistress, Box V, Stamford, Connecticut

Weylister

Unique two year course which prepares high-school graduates for superior positions. One year of college subjects, one year of secretarial and business training. For booklet address Box V, Marian W. Skinner, M.A.; Louise H. Scott

BANCROFT SCHOOL FOR GIRLS

33rd Year. Complete College Preparation. Individual Attention to carefully selected group in Boarding Department of Progressive Day School. Summer and Winter Sports: Dramatics, Arts, Music. Address Hope Fisher, Principal, Worcester, Massachusetts

WALNUT HILL School for Girls

ESTABLISHED 1893. Preparation for all colleges. 50-acre campus. New gymnasium. 17 miles from Boston. Address Hester R. Davies, 14 Highland St., Natick, Mass.

STONELEIGH-PROSPECT HILL

Preparatory and Junior College Courses. Studios for Music, Arts, Dramatics. Fireproof building. 150 acres. ISABEL CHESLER, CAROLINE SUMNER, GREENFIELD, MASS.

HOUSE IN THE PINES

Near Boston. Thorough College Preparation. Two Year Graduate Course. Art, Music, Household Arts, Fine Riding Horses. Separate Junior School. Gertrude E. Cornish, 40 Pine St., Norton, Mass.

Consider the Military School



Do you realize that the good modern military school is really a first-class academic school plus valuable features of military training? The military school believes that it is possible to take advantage of the gregarious instincts, idealism, and competitive spirit of the growing boy, by enlisting his enthusiasm in group endeavors—drilling, marching, and camping, for example. And having enlisted the boy's enthusiasm in this fashion, the military school gets him to undertake the drudgery of study with greater zeal.

Then, too, the military schools have learned that their group life gives the young boy an inner sense of discipline as well as fine carriage and alert bearing. Boys learn in military school that there is something to success beside "personality" and "pull."

The good military school gives the individual boy the advantage of some small participation in the age-old military life, but it most emphatically does *not* teach him to look forward to war. On the contrary, the graduate of a military school has a keener sense of the horrors and absurdities of modern warfare than the average boy. No, rest assured that the military school graduate, when he goes to the defense of his country, does so without any illusions about the grandeur of war!

Vogue's School Bureau knows the military school field just as intimately as it knows the academic school world. Do not hesitate to write us. We will keep your inquiry entirely confidential. Vogue's School Bureau, 1928 Graybar Building, Lexington Avenue at 43 Street, New York City.

GIRLS' SCHOOLS

NORTHAMPTON SCHOOL FOR GIRLS

Exclusively for college preparation. One year intensive course for high school graduates. Nine-acre campus. Outdoor life. Address Principal: Box E, Northampton, Mass.

LASELL JUNIOR COLLEGE

For young women. Ten miles from Boston. Two-year courses for H. S. graduates. Special subjects. Separate junior school. Sports. Guy M. Winslow, Ph. D., 126 Woodland Road, Auburndale, Mass.

ABBOT ACADEMY

Modern in equipment and in spirit. Rich in traditions. Excellent College Preparatory Record. Art, Music, Dramatics. Unusual opportunities for sports, riding. Bertha Bailey, Principal, Box G, Andover, Mass.

Vogue has no interest in any school or camp or association of schools or camps. Its sole purpose is to give Vogue readers the best possible advice and assistance in selecting schools and camps.

GIRLS' SCHOOLS

THE MARY LYON SCHOOL

College preparatory, general courses. All sports. Wildcliff, two-year college unit. Liberal, fine arts, secretarialship, dramatics' workshop. Mr. and Mrs. H. M. Crist, Principals. Catalogs. Box 1509, Swarthmore, Pa.

OGONTZ SCHOOL FOR GIRLS near PHILADELPHIA

Grace of finishing school with educational thoroughness. Junior College. General courses. College preparation. Homemaking Dept. Rydal Hall, girls 7-14. Abby A. Sutherland, Prin., Ogontz School P.O., Pa.

WARD-BELMONT JUNIOR COLLEGE

Graduates accepted with advanced standing in universities. Music, Physical Education, Home Economics. Separate Preparatory School. Belmont Heights, Box 805, Nashville, Tenn.

Girls Boarding and Day School. European atmosphere. Outdoor classes and sports. Excellent health record. College preparatory and General Courses.

Mabel V. Worthington, M. A. The Hill Augusta, Ga.

GIRLS' SCHOOLS

WARRENTON Country School

College preparatory, cultural courses. French, language of the house. The school is planned to teach girls how to study, to bring them nearer nature, and to inculcate ideas of order and economy. Mile. Lea M. Boulligny, Prin., Box 18, Warrenton, Va.

NATIONAL PARK

SEMINARY. Junior College for young women. 9 miles north of White House. 300 acre campus. Our own riding horses. Visit, write for catalog: Forest Glen, Md. Box 375

KING-SMITH STUDIO SCHOOL

Washington Paris Music, Dancing, Dramatic Art, Languages, Fine and Applied Art. Residential School. Mr. and Mrs. August King-Smith, 1765 New Hampshire Ave., Washington, D. C.

Chevy Chase

Junior College and Senior High School at Washington. 20th Year—12 acre Campus. Academic Courses. Home Economics, Secretarial, Music, Art, Dramatic Departments. Athletics. Riding. Swimming. Address: Mrs. F. E. Farrington, Box V, Washington, D. C.

SCHOOL ABROAD—GIRLS'

The Fontaine School Cannes France

A school of established standards on the Mediterranean coast. Sunshine. Sports. Intensive French. Finishing. College prep. Music, Art, Travel. Day dept. Paris branch. Miss Fontaine, Villa Montmorency, Cannes, A. M., France, or 22 Park Ave., N. Y. C.

BOYS' SCHOOLS

Adirondack-Florida School

Oneonta, N. Y. • Coconut Grove, Fla. COLLEGE preparation combined with stimulating outdoor life for boys 12 to 18. Winter in Florida, Fall and Spring in the North. Hunting, skiing, sailing, etc. For catalogue address Kenneth O. Wilson, Headmaster

BLAIR ACADEMY

A splendidly equipped school for boys in northern N. J. 65 miles from N. Y. C. Graduates in leading Eastern Colleges. 310 acres. Golf, Gym, Pool. Address Charles H. Breed, Ed. D., Box 16, Blairstown, N. J.

ROXBURY

Complete attention to the needs of the individual boy insures a thorough College Preparation. A. V. Sheriff, Headmaster, Cheshire, Conn.

WASSOKEAG SCHOOL

One teacher for every 3 students. Prepare more thoroughly. 100% college entrance record. Send for literature describing The Wassokeag Method. Lloyd Harvey Hatch, Headmaster, Dexter, Maine

EVANS SCHOOL Tucson Arizona

(Established 1902) A Ranch School offering thorough preparation for College Entrance Examinations, Riding, Camping, Polo, and other sports.

David A. Tirrell, Headmaster Rodman E. Griscom, Jr., President

SECRETARIAL TRAINING

KATHARINE GIBBS

SECRETARIAL EXECUTIVE ACADEMIC Two-Year Course—First year six collegiate subjects; second year intensive secretarial training. One-Year Course of broad business training. Special Course for College Women—separate schedule, special instruction. Catalogue. Address: Dean New York Boston Providence 247 Park Ave. 90 Marlborough St. 155 Angell St. Day and Resident Schools in New York and Boston

MISS CONKLIN'S SECRETARIAL SCHOOL

Enrollment for November 1st and Successive entrance dates 105 West 40th St. New York City Booklet on request Tel. Penn. 6-3758

Moon's School

Private Secretarial & Finishing Courses Special Course for College Students Intensive training in stenography, touch typewriting, secretarial duties, tactful correspondence, accounts and banking. Co-educational. Free Placement Service upon Graduation. Courses 1 to 3 months' duration. Vanderbilt 3-3896.

521 Fifth Ave. (at 43rd St.), New York City

THESE SCHOOLS WILL GIVE SPECIAL CONSIDERATION TO LETTERS FROM READERS WHO MENTION VOGUE

APPLIED ARTS

INTERIOR DECORATION

FOUR MONTHS PRACTICAL TRAINING COURSE

Period and Modernistic styles, color harmony, draperies and all fundamentals. Personal instruction by New York decorators.

RESIDENT DAY CLASSES

start October 3rd • Send for Catalog 7R

HOME STUDY COURSE

starts at once • Send for Catalog 7C

NEW YORK SCHOOL OF INTERIOR DECORATION

578 Madison Avenue, New York City

TRAPHAGEN SCHOOL OF FASHION

1680 BROADWAY [near 52d St.], NEW YORK



Intensive Eight Months' Winter Course Under the personal direction of Ethel Traphagen, the author of "Costume Design and Illustration." See latest revised edition just off the press. All phases of costume design and illustration, sketching, styling, fashion forecasting, textile, stage design, pattern making, dressmaking, millinery, etc., taught in shortest time consistent with thoroughness. Day and Evening. Saturday courses for Adults and Children. Credits given. Our Sales Department disposes of students' work. Every member of advanced classes often placed by our free employment bureau. Send for Circular V or telephone COl. 5-2077. In first Arnold, Constable & Co. Costume Design Competition over 100 schools and nearly 800 students took part; all prizes awarded to our pupils with exception of one of five third prizes; in latest contest Traphagen students won all awards as well as all Costume awards in Persian Competition held by Brooklyn Museum, and two 1st Prizes and one 2d Prize out of the four prizes offered in National Silk Exposition; also 1st Prize in Beaus Arts Ball Contest sponsored by Art Alliance of America. INVESTIGATE BEFORE REGISTERING ELSEWHERE

FASHION ILLUSTRATION DRESS DESIGN • STYLING INTERIOR DECORATION

Write for information, Department V. C. Commercial Art School, 116 S. Michigan Ave., Chicago

DRAMATIC ARTS

AMERICAN ACADEMY For 48 years the leading institution for Dramatic and Expressional Training in America. Fall term opens October 26th. For catalog address: Secretary 251-J, Carnegie Hall, N. Y.

ALVIENE SCHOOL OF THEATRE

and CULTURAL subjects for personal development: Stage Teaching, Directing Drama, Stage and Concert Dancing, Vocal, Screen, Musical Comedy, Education, Stage, Theatre and Platform appearances while learning. For Catalog 22 apply: V. Ely, Sec'y 66 W. 85th Street, New York

THE BONSTELLE SCHOOL

of the Dance and Drama at Detroit Civic Theatre, Detroit, Mich. Complete training in all phases of the stage, screen and radio. Dancing and all its allied branches. Write for catalogue.

Are you miscast in life? Vocational training at the proper time would have saved you. Many fine vocational schools advertise regularly in Vogue.

EXCEPTIONAL CHILDREN

THE WOODS' SCHOOL

For Exceptional Children Three Separate Schools GIRLS BOYS LITTLE FOLKS Booklet Box 169, Langhorne (near Philadelphia), Pa. Mrs. Mollie Woods Hare, Principal

• SELECT A SPECIAL SCHOOL •

for the retarded, unstable or unadjusted child. List on request. If advice is desired, please outline briefly nature of your child's problem. SPECIAL SCHOOL ASSOCIATION, Room 2365, 120 East 41st St., New York City

STANDISH MANOR

A happy home school for backward girls. Individual instruction. Delightful location. Out-of-door and water sports. Write for catalog: Alice M. Myers, Principal; Hazel G. Cullingford, Ass't Principal. Box 18, Halifax, Mass.

The Mary E. Pogue School and Sanitarium

Wheaton, Illinois Founded 1903

For children and young people needing individual instruction. Special training. Medical supervision. Trained nurses. College trained faculty. Home atmosphere. 25-acre estate. Gratifying results. Many students have continued work in academic schools.

THESE SCHOOLS WILL GIVE SPECIAL CONSIDERATION TO LETTERS FROM READERS WHO MENTION VOGUE

APPLIED ARTS



FASHION ACADEMY

Recognized the world over as the finest school of its kind

COSTUME DESIGN • STYLING FOR TRADE, SCREEN AND STAGE

Individual specialized training under EMIL ALVIN HARTMAN

America's foremost style instructor and authority Personal analysis of each student's requirements. Booklet 5 on request.

16 EAST 52nd STREET at FIFTH AVE.

New York • Plaza 3-1844 • Paris

Mr. Emil Alvin Hartman was recently chosen by the American School of the Air (Columbia Broadcasting System) to discuss "Costume Design as a Modern Vocation" in a national broadcast to the high schools of the United States. A copy of the talk may be had upon request.



McDOWELL SCHOOL

COSTUME DESIGN • MILLINERY

• • • DRESSMAKING • • •

Practical Courses both elementary and advanced. Individual instruction in Cutting, Draping, Fashion Sketching, Pattern Making, Sewing and Dressmaking. Millinery Making, Designing and Sketching. Best known school for actual trade work. Est. 1876. Regents charter. Day and Evening Courses. Visitors welcome. Catalogue on request.

71 West 45th Street, N. Y. C. BRYant 9-3085



FINE AND APPLIED ARTS

GRAND CENTRAL SCHOOL of ART

INDIVIDUAL talent developed by successful modern artists. Courses in Painting, Drawing, Etching, Sculpture, Commercial and Applied Arts and Interior Decoration. Day and Evening classes. Catalogue. Room 7002, Grand Central Terminal, N. Y. C.



TIMELY GUIDANCE IN ALL PRACTICAL ART SUBJECTS EXPERIENCED • PROGRESSIVE • SUCCESSFUL MID-YEAR SESSION STARTS JAN. 3 30th YEAR

CHICAGO ACADEMY OF FINE ARTS

18 SOUTH MICHIGAN AVE. • CHICAGO

NEW YORK SCHOOL OF FINE AND APPLIED ART (Parsons)

Foremost school of Interior Architecture & Decoration, Costume Design & Illustration, Graphic Advertising, etc. Inquire Now! Address Box V, 2239 B'way, New York

FINE ARTS

• WAYMAN ADAMS •

Evening Portrait Class for Advanced Students October to May Address KEITH MARTIN, Secretary 200 West 57th Street, New York, N. Y.

You have Vogue's assurance that these student residences, conducted by responsible and cultured women, measure up to the high standards set by the advertising censorship of Vogue's School Bureau.

STUDENT RESIDENCES

TEASDALE RESIDENCE CLUB

For Girl Students and Young Women who come to New York to study or for a social season 326 W. 80th St. at Riverside Drive-on-the-Hudson New York City Booklet

Ferguson Residence

Affords a charming modern home for girls studying in New York. Attractive sunny rooms. Private baths. Conveniently located. Chaperonage if desired. Est. 1915. Open all year. Tel. Bus. 7-9438. Catalog. 313 West 82nd Street, New York City

OF, BY AND FOR THE GARDENER

WHETHER gardening is your hobby or prime interest in life, you do insist upon complete and authentic information on the subject.

House & Garden's Second Book of Gardens can't help being just the sort of companion you value. It has such a sane, sympathetic approach to the problems of planning, planting, and caring for a garden.

It is written by people who lead the gardening field. Its pages are gleaned from five years of House & Garden's outstanding articles on the ideal and the earthy sides of gardening.

Enclose a check for \$5.20 with the attached coupon, and mail today.



HOUSE & GARDEN'S SECOND BOOK of GARDENS

224 Pages • 620 Illustrations • \$5.20 Postpaid (Additional 20c covers postage)

HOUSE & GARDEN, GRAYBAR BUILDING, NEW YORK CITY

- ☐ I enclose \$5.20 for 1 copy of H. & G.'s Second Book of Gardens
☐ I enclose \$5.20 for 1 copy of H. & G.'s Second Book of Interiors
☐ I enclose \$5.20 for 1 copy of H. & G.'s Book of Color Schemes
☐ SPECIAL: For \$12 enclosed, send me 1 copy of ALL THREE

NAME _____

ADDRESS _____

CITY _____ STATE _____

CHIC

IS A TRIUMPH OF MIND OVER MONEY



Let the other woman have her inflated income . . . you can match her dollars with your sense, if you cultivate a Vogue viewpoint.

Vogue isn't just a magazine, it's a philosophy. Vogue believes in beauty. Not the rare beauty which is the heritage of the few, but the beauty of good style and good taste which is every woman's birth-right. Vogue believes—Vogue *knows*—that chic is a triumph of mind over money.

No matter how good your taste may be, no matter how indefatigable you are, no one woman can follow the vagaries of the mode as Vogue's trained editors can. Trust them to see all and tell you everything worth telling. From their rich store, choose those things which are peculiarly your own. Learn how to look smarter and spend less.

Vogue can't change the colour of your eyes—but it may make a new woman of you. \$8 is the price of a two-year course. Start by mailing the coupon which lies below. Take a treatment every other week, and watch your mirror for results.

2 YEARS (48 ISSUES) OF VOGUE • \$8

VOGUE, THE CONDÉ NAST PUBLICATIONS, INC., GRAYBAR BUILDING, NEW YORK CITY

☐ Enclosed please find \$8.00 for two years (48 issues) of Vogue

☐ Enclosed please find \$6.00 for one year (24 issues) of Vogue

Name _____ Street _____

City _____ State _____



Beaurita



THE KID-GLOVE CREPE, IN A CAFE FROCK, IS SERVED BY FRANKLIN SIMON

THE ladies have a pleasant little competition cooked-up for this winter. It's called "Let's-all-dress-in-black-then-see-who-can-look-different!"

Now putting first things first, begin with your fabric! BEAURITA in black, for instance, is a whole show in itself. This suave crepe with the kid-glove finish looks like heavy dimmed satin. It's dull, but never dead. And it molds you as sleekly as the French kid glove on your slender hand. BEAURITA in black . . . in white . . . in all its glowing colors, is a gorgeous fabric! It's woven with silk and that rich new thread called SERACETA. These Strands of Fashion are everywhere, in fabrics as worth-while as they are right-style. The Viscose Company, 200 Madison Avenue, New York City.

This dramatic black dress with its puffy wool-lace sleeves and deep Juliette cuffs is featured by:

Franklin Simon, N. Y. • John Wanamaker, Phila.
Chandler & Co., Boston • Woodward & Lothrop,
The May Co., Baltimore Washington
Marshall Field & Co., Chicago • Sibley, Lindsay & Curr,
Rochester

BEAURITA IS WOVEN OF
S E R A C E T A
STRANDS OF FASHION

—A Beau Monde Fabric By Marshall Field & Company

THE DOREEN



America's most comfortable shoes are now among the *most fashionable*

If, to you, fashion is an exciting thing—if it keeps you window-shopping, counter-shopping, salon-shopping—if it makes you want to keep young just as long as possible . . . you should wear Arch Preserver shoes all day. Wear your flimsy, whimsical slippers for the late evening functions if you like—why not? But don't dance with tears in your eyes because your feet have ached all day!

To get refreshingly technical about it—your arches *can't* fall when you wear Selby Arch Preserver shoes (—and aren't they smart looking!).

There's a secret arch bridge

that supports your arch and keeps your weight on the outside edge of your sole where it belongs. A little pad gently supports your crosswise arch and the level inner sole offers no temptation for it to settle down. Scientifically modeled lasts—and the correct heel-to-ball way of fitting put on the finishing touches. And that means comfort. And comfort is more than ever in fashion!

Most Arch Preserver styles priced \$8.50, \$10.50, \$12.50.

Selby **ARCH PRESERVER SHOES**



There is only one Arch Preserver Shoe. Look for trade-mark on sole and lining. Not genuine without it. Made for women, misses, and children by The Selby Shoe Co., at Portsmouth, Ohio.

© 1932, Selby Shoe Co., Portsmouth, Ohio



PORTRAIT OF A *Printzess type*



She's beautifully dressed on a limited budget . . . with a chic Printzess Coat as the mainstay of her Fall wardrobe. For she recognizes the famous quality that keeps even the least expensive Printzess smart and trim in spite of hard wear. An important matter these days when the greatest, so-called "bargains" often turn out to be the most expensive "buys"! Printzess Coats include "Travelures" for travel and sport and "Petites" for short women. Look for identifying label! Note new low prices! The Printz-Biederman Co., Cleveland . . . New York

Printzess
 COATS-SPORT OR DRESS





★ **LESS to SPEND . . . FAR MORE to GAIN**
from this exhilarating **HAWAII**
 ★ *... low-cost voyage to*

★ **FARES** to the South Seas are today's lowest quotation on superlative travel. Ocean charm at its peak on that incomparable southern route . . . ship service at its finest on your Matson or Oceanic liner . . . and those laughing, magical isles for your destination!

★ Go now! From a glorious autumn trip to Hawaii, draw new vitality, new spirit. Any of the Pacific's royal trio . . . the "Mariposa," "Monterey" and "Malolo" . . . will take you from California to Hawaii in less than 5 days.

★ Frequent sailings from either San Francisco or Los Angeles. All-Inclusive-Cost Tours offer special economies and unique advantages.

★ **NEW SHIPS to NEW ZEALAND and AUSTRALIA**
 " " " " *via Hawaii . . . Samoa . . . Fiji*

★ Travel to the South Seas and the Antipodes has come into its own with the new service of the "Mariposa" and the "Monterey." 16 days to New Zealand . . . 19 days to Australia. Through service to Auckland, Sydney and Melbourne via Honolulu, Pago Pago and Suva. First Class and Cabin Class at extremely attractive fares. Interesting particulars at any travel agency or



For branch offices see Travel Directory on this page

★ VOGUE'S TRAVEL DIRECTORY

Chandler

San Marcos with Bungalows. World's finest winter climate. Outdoorsports. Discriminating clientele. Club-like intimate atmosphere. American Plan. Booklet.

Los Angeles

French Line. For rates, reservations, information, call or write Harold G. de Golla, G.P.A., 508 West 6th Street, Tucker 4231.

Hamburg American Line. For rates, reservations, information, call or write to Wm. P. Montague, 807 South Hill Street, Tucker 6219.

Matson Navigation Company. For rates, reservations, information, call or write Los Angeles Steamship Co., 730 South Broadway, Van Dyke 8101.

San Francisco

French Line. For rates, reservations, information, call or write Lincoln Wilson, G.P.A., 219 Sutter St., Sutter 7557.

Hamburg American Line. For rates, reservations, information, call or write to E. A. Winkler, 574 Market Street, Garfield 3122.

Italian Line. For rates, reservations, information, call or write Dr. Roger Santini, Resident Manager, 386 Post Street, Fitzhugh Bldg., Tel. Sutter 4525.

Matson Navigation Company. For rates, reservations, information, call or write 215 Market Street, Douglass 5233.

Yosemite National Park

The Ahwahnee. No California visit is complete without Yosemite—and the colorful Ahwahnee. All year. American Plan. \$10 to \$16.00.

DISTRICT OF COLUMBIA

Washington

French Line. For rates, reservations, information, call or write James F. Nolan, G.P.A., 1429 I. Street, N. W., Metropolitan 1440.

Atlanta

French Line. For rates, reservations, information, call or write Philip Lutz, G.P.A., 616 Healey Building, Main 4000.

Chicago

French Line. For rates, reservations, information, call or write F. C. Bush, G.P.A., 306 North Michigan Avenue, Central 5969.

Hamburg American Line. For rates, reservations, information, call or write to A. C. E. Schmidt, 177 North Michigan Ave., Dearborn 2207.

Italian Line. For rates, reservations, information, call or write to Thomas Silvestrini, Resident Manager, 333 N. Michigan Ave., Tel. Randolph 9257.

Matson Navigation Company. For rates, reservations, information, call or write 230 North Michigan Avenue, Randolph 8344.

French Lick

French Lick Springs Hotel. Smart—Sophisticated—Spa—Attractions. Europe's famous pleasure & health resort. Climate ideal. Home of Pluto. Amer. Plan.

New Orleans

French Line. For rates, reservations, information, call or write E. P. Belot, 718 Common Street, Main 6520.

Bethel

Bethel Inn. Enjoy the autumnal foliage. Good living. Brisk air. Comfortable surroundings. Nine hole golf course on our own grounds. Booklet.

Baltimore

French Line. For rates, reservations, information, call or write Hugh F. Coyle, G.P.A., 11 West Franklin Street, Vernon 7606.

MASSACHUSETTS

The Berkshires—Greenfield

The Weldon. European. (Fireproof.) "The Beautiful Home Hotel." All yr. 225 rms. Excellent table. Refined atmosphere. Golf. Very reasonable rates. Picture Bklt.

Boston

French Line. For rates, reservations, information, call or write A. K. Barrows, G.P.A., 421 Boylston Street, Commonwealth 5140.

Hamburg American Line. For rates, reservations, information, call or write to D. J. Harkins, 80 Boylston Street, Hubbard 8487.

Italian Line. For rates, reservations, information, call or write to Gilbert Brunelli, Resident Manager, 86 Arlington Street, Tel. Hubbard 0040.

The Lenox. The Brunswick. Two famous Back Bay hotels on either side of Copley Sq. 8 dining rooms. Room tariff \$3-\$5. L. C. Prior, President.

Hotel Puritan. On beautiful Commonwealth Avenue. Furnishings and comforts of a luxurious private home with hotel service of the highest type.

Boston—Brookline

Hotel Beaconsfield. Catering to a clientele accustomed to all that is best. Convenient to downtown Boston. Rooms \$3.50 up. Garage.

Detroit

French Line. For rates, reservations, information, call or write Rene P. Joubert, G.P.A., 1247 Washington Boulevard, Cherry 0011.

Hamburg American Line. For rates, reservations, information, call or write to H. C. Hohring, 520 Book Building, Cadillac 3939.

Minneapolis

French Line. For rates, reservations, information, call or write H. Ellingsen, G.P.A., 123 South Third Street, Geneva 7744.

St. Louis

French Line. For rates, reservations, information, call or write Kenneth M. Jackson, G.P.A., 1022 Locust Street, Main 0682.

ARIZONA

CALIFORNIA

NEW YORK

NEW YORK CITY

Matson Navigation Company. For rates, reservations, information, call or write 535 Fifth Avenue, Murray Hill 2-3685.

The Parkside. Eighteen Gramercy Park, South. A residence hotel for men and women. Overlooking the Park. Moderate rates. Write for folder.

NORTH CAROLINA

Sedgefield, Greensboro

Sedgefield Inn. Opens October 15th. Modern, resort hotel. Golf, Tennis, Riding, American Plan. Booklet.

Cleveland

French Line. For rates, reservations, information, call or write H. A. Wilson, G.P.A., 26 Public Square, Cherry 7174.

Hamburg American Line. For rates, reservations, information, call or write to George Petroll, 839 Union Trust Bldg., Main 7790.

Italian Line. For rates, reservations, information, call or write M. J. Costantini, Resident Manager, 911 Arcade, Union Trust Bldg., Tel. Cherry 6575.

Portland

Matson Navigation Company. For rates, reservations, information, call or write 271 Pine Street, Atwater 4386.

Philadelphia

Bellevue-Stratford. One of the few really famous hotels in America. Rates consistent with present times. Claude H. Bennett, Gen. Mgr.

The Benjamin Franklin. A United Hotel. 1200 large rooms all with bath. 3 restaurants. Horace Leland Wiggins, Managing Director.

French Line. For rates, reservations, information, call or write Emile C. Geyelin, Resident Mgr., 1803 Walnut Street, Rittenhouse 72-20.

Hamburg American Line. For rates, reservations, information, call or write to Peter Kreckmann, 262 South Broad Street, Pennypacker 3380.

Italian Line. For rates, reservations, information, call or write to Paul Occhipinti, Resident Manager, 1601 Walnut Street, Bell Tel. Rittenhouse 6210.

Pittsburgh

French Line. For rates, reservations, information, call or write C. A. Emery, G.P.A., 521 Grant Street, Atlantic 7255.

Hamburg American Line. For rates, reservations, information, call or write to Hugo H. Muller, 1444 Oliver Building, Atlantic 6686.

Houston

French Line. For rates, reservations, information, call or write Jean Elissagaray, G.P.A., 509 Caroline St., Preston 1620.

Seattle

French Line. For rates, reservations, information, call or write General S. S. Corp., J. I. Stern, Mgr., 1101-4th Ave., Main 4701.

Hamburg American Line. For rates, reservations, information, call or write to P. G. Naef, 5532 White Henry Stuart Bldg., Main 5800.

Matson Navigation Company. For rates, reservations, information, call or write 814 Second Avenue, Main 3677.

Halifax, N. S.

French Line. For rates, reservations, information, call or write Furness Withy Company, G.P.A., Furness Bldg.

Montreal, Quebec

French Line. For rates, reservations, information, call or write Antonio Labelle, G.P.A., 1196 Phillips Place, Marquette 2361.

Italian Line. For rates, reservations, information, call or write E. V. Lecour, Resident Manager, Architects Bldg., 1133 Beaver Hall Hill.

Toronto, Ontario

French Line. For rates, reservations, information, call or write Otto Goetz, 53 Richmond Street, W., Elgin 1282.

Vancouver, B. C.

French Line. For rates, reservations, information, call or write P. C. Garde, G.P.A., 906 W. Hastings Street, Seymour 5380.

Winnipeg, Manitoba

French Line. For rates, reservations, information, call or write H. P. A. Hermanson, G.P.A., 470 Main Street, Telephone 24266.

ENGLAND

London & North Eastern Railway. Serving the eastern side of Britain. Route of the Flying Scotsman. 11 W. 42 St., New York City.

See American Shires in England. Great Western and Southern Railways of England, 500 Fifth Avenue, New York City.

INDIA

India. Now as easy to tour as Europe. Address India State Railways, Delhi House, 38 East 57th Street, New York City.

MISSOURI—(Cont.)

St. Louis (Continued)

Hamburg American Line. For rates, reservations, information, call or write to Edwin Gaffron, 1026 Locust Street, Central 8994-5.

The New Jefferson. "Where the world meets St. Louis." A hotel of international repute. Famous cuisine. 800 rooms with bath, from \$3.00.

Hanover NEW HAMPSHIRE

The Hanover Inn. At Dartmouth College. 100 rooms. 60 baths, elevator. Excellent golf. State roads. Excels in all outdoor sports and good living.

Buffalo

French Line. For rates, reservations, information, call or write Bernard Tighe, G.P.A., 251 Delaware Avenue, Cleveland 6342.

New York City

Matson Navigation Company. For rates, reservations, information, call or write 535 Fifth Avenue, Murray Hill 2-3685.

The Parkside. Eighteen Gramercy Park, South. A residence hotel for men and women. Overlooking the Park. Moderate rates. Write for folder.

NORTH CAROLINA

Sedgefield, Greensboro

Sedgefield Inn. Opens October 15th. Modern, resort hotel. Golf, Tennis, Riding, American Plan. Booklet.

Cleveland OHIO

French Line. For rates, reservations, information, call or write H. A. Wilson, G.P.A., 26 Public Square, Cherry 7174.

Hamburg American Line. For rates, reservations, information, call or write to George Petroll, 839 Union Trust Bldg., Main 7790.

Italian Line. For rates, reservations, information, call or write M. J. Costantini, Resident Manager, 911 Arcade, Union Trust Bldg., Tel. Cherry 6575.

Portland OREGON

Matson Navigation Company. For rates, reservations, information, call or write 271 Pine Street, Atwater 4386.

Philadelphia PENNSYLVANIA

Bellevue-Stratford. One of the few really famous hotels in America. Rates consistent with present times. Claude H. Bennett, Gen. Mgr.

The Benjamin Franklin. A United Hotel. 1200 large rooms all with bath. 3 restaurants. Horace Leland Wiggins, Managing Director.

French Line. For rates, reservations, information, call or write Emile C. Geyelin, Resident Mgr., 1803 Walnut Street, Rittenhouse 72-20.

Hamburg American Line. For rates, reservations, information, call or write to Peter Kreckmann, 262 South Broad Street, Pennypacker 3380.

Italian Line. For rates, reservations, information, call or write to Paul Occhipinti, Resident Manager, 1601 Walnut Street, Bell Tel. Rittenhouse 6210.

Pittsburgh

French Line. For rates, reservations, information, call or write C. A. Emery, G.P.A., 521 Grant Street, Atlantic 7255.

Hamburg American Line. For rates, reservations, information, call or write to Hugo H. Muller, 1444 Oliver Building, Atlantic 6686.

Houston TEXAS

French Line. For rates, reservations, information, call or write Jean Elissagaray, G.P.A., 509 Caroline St., Preston 1620.

Seattle WASHINGTON

French Line. For rates, reservations, information, call or write General S. S. Corp., J. I. Stern, Mgr., 1101-4th Ave., Main 4701.

Hamburg American Line. For rates, reservations, information, call or write to P. G. Naef, 5532 White Henry Stuart Bldg., Main 5800.

Matson Navigation Company. For rates, reservations, information, call or write 814 Second Avenue, Main 3677.

Halifax, N. S. CANADA

French Line. For rates, reservations, information, call or write Furness Withy Company, G.P.A., Furness Bldg.

Montreal, Quebec

French Line. For rates, reservations, information, call or write Antonio Labelle, G.P.A., 1196 Phillips Place, Marquette 2361.

Italian Line. For rates, reservations, information, call or write E. V. Lecour, Resident Manager, Architects Bldg., 1133 Beaver Hall Hill.

Toronto, Ontario

French Line. For rates, reservations, information, call or write Otto Goetz, 53 Richmond Street, W., Elgin 1282.

Vancouver, B. C.

French Line. For rates, reservations, information, call or write P. C. Garde, G.P.A., 906 W. Hastings Street, Seymour 5380.

Winnipeg, Manitoba

French Line. For rates, reservations, information, call or write H. P. A. Hermanson, G.P.A., 470 Main Street, Telephone 24266.

ENGLAND

London & North Eastern Railway. Serving the eastern side of Britain. Route of the Flying Scotsman. 11 W. 42 St., New York City.

See American Shires in England. Great Western and Southern Railways of England, 500 Fifth Avenue, New York City.

INDIA

India. Now as easy to tour as Europe. Address India State Railways, Delhi House, 38 East 57th Street, New York City.

Lido all the way
AUGUSTUS
 [LARGEST MOTOR SHIP IN THE WORLD]
WORLD CRUISE



JANUARY 14—MAY 23, 1933

This is the year for your World Cruise—and this is the ship! One of the largest vessels ever to make the voyage . . . yet not too large to enter the small harbors you want most to see! The AUGUSTUS offers superb living accommodations—of course—and surpassing sports facilities. But more important, a thrilling world itinerary of 34 ports

and 99 localities—including Tripoli, never before visited on a world cruise, and Bali, "The Last Paradise".

With her famous Lido Deck, her cool, airy dining saloon on the Promenade Deck and other features new to world cruises, this gracious vessel brings all the traditions of the Italian Marine to the greatest voyage of her career. Rates, nevertheless, are extremely low—\$2100 up including 70 complete shore excursions directed by American Express. Write today for complete illustrated literature.

Apply local agent or 1 State St., New York; 1601 Walnut St., Philadelphia; 86 Arlington St., Boston; 944 Arcade, Union Trust Bldg., Cleveland; 333 N. Michigan Ave., Chicago; 386 Post St., San Francisco; 129 Decatur St., New Orleans, Architects Bldg., 1133 Beaver Hill Hall, Montreal.

ITALIAN  LINE

In Cooperation with
 THE AMERICAN EXPRESS COMPANY

For Branch offices see Travel Directory on page 18



. . . FOLLOW
 THE SUN TO
ITALY



THIS year, escape the raw early winter—cross on the sunny Southern Route and spend the season in Italy! While most of Europe shivers, Italy picks her olives and oranges . . . ignorant of the chill and damp that beset other lands.

Enjoy Rome—when Romans enjoy it most! Then is the time to explore the Forum, search out the fountains, climb the seven hills—and on the seventh, peer at St. Peter's dome through the keyhole in a famous garden! Discover the Bay of Naples . . . Sorrento, Capri and the golden city itself. Stop off in Sicily, fly to Tripoli, or make your way to mediaeval Rhodes!

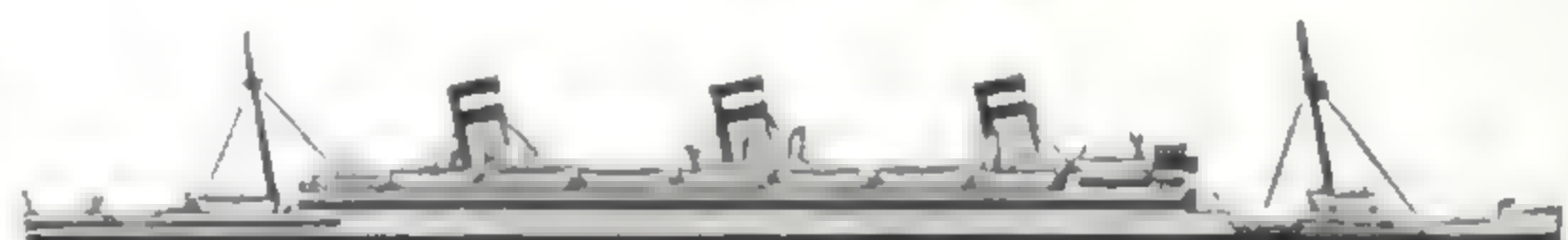
Anywhere in Italy or her colonies you'll live more cheaply than at home—with hotels, restaurants and railway fares drastically reduced, visas and other fees abolished. Let us help you plan your trip in cooperation with your tourist agent. This office is operated for that purpose by the Royal Italian Government on a non-commercial basis—helping the traveler cut expenses, see more and enjoy the best the country offers, with no charge for its services. Write for large illustrated book on Italy, sent free.

ITALIAN TOURIST INFORMATION OFFICE
 Squibb Bldg., 745 Fifth Ave., N. Y. C.



Famed Places that charm forever

—visited in the luxurious comfort
of the "Queen of Cruising Steamships"



RESOLUTE

World Cruise

Again, Eastward from New York Jan. 7th,
away from drear Winter for 19 weeks, visiting 30
countries in ideal seasons, sails this *proved* cruise.

YOUR ship, the RESOLUTE, is especially
designed and appointed for the particular
requirements of cruising. Airy cabins, charming
community rooms, delightful recreational
centers—as the tiled open-air Swimming Pool
—give contentment for every mood. A cuisine
that gains rapturous praise of all voyagers
and a staff that *knows* world cruising make each
day a memorable occasion in enjoyment of life.

Still another feature: You have the choice of
either joining de luxe shore excursions—the
pride of our world-
wide organization,
or of exploring "on
your own" in lands
where you prefer.



Reduced MINIMUM Rates:

\$1,900

Shore Excursions *included*

\$1,400

Shore Excursions *optional*

For descriptive literature, plans, rates and other details,
Consult Your Travel Agent or . . .



**HAMBURG-
AMERICAN
LINE** 39 BROADWAY, NEW YORK

OFFICES - AGENCIES IN ALL PRINCIPAL CITIES

For branch offices see Travel Directory on page 18



If You Knew How Little it Costs . .

You would be in a deck-chair headed for the Orient . . . if you realized how cheaply you can go *this season* — with steamship fares the lowest in the world, considering service and the distance traveled — with the rate of exchange in your favor — and with a series of all-inclusive tours prepared for your benefit by the Japan Tourist Bureau, a non-commercial organization. Japan lies at your doorstep—with all its rich Oriental color, its ancient temple gardens, modern hotels and electric trains brought within easy reach.

Within six weeks you can make the round trip and have 14 days to enjoy Yokohama, Tokyo, Kyoto, Kobe, Kamakura, Nikko, Fuji, the Kegon Waterfall and other choice localities with all expenses paid. Longer tours at corresponding low cost. Send for complete booklet detailing these itineraries.

Japan, Korea, Manchuria and China are reached from the United States and Canada by the Nippon Yusen Kaisha, Osaka Shosen Kaisha, Canadian Pacific, the American Mail Line and the Dollar Steamship Line. Full information will be furnished by any of these Lines, any tourist agency, or by the Japan Tourist Bureau c/o Japanese Gov't. Railways, One Madison Ave., N. Y. C., or c/o Nippon Yusen Kaisha, 545 Fifth Ave., N. Y. C. or Chamber of Commerce Bldg., 1151 So. Broadway, Los Angeles, Calif.

J A P A N

TOURIST BUREAU



HERE *a brilliant winter season*

LIFT and drift of indefinable beauty... gorgeous tropical gardens; sweep of strand to Mexico; drone of planes over surf; U. S. Navy at anchor, Gold Braid on satin floors; cars going and coming... new faces; metropolitan rendezvous at the California of your dreams... that's Hotel del CORONADO.

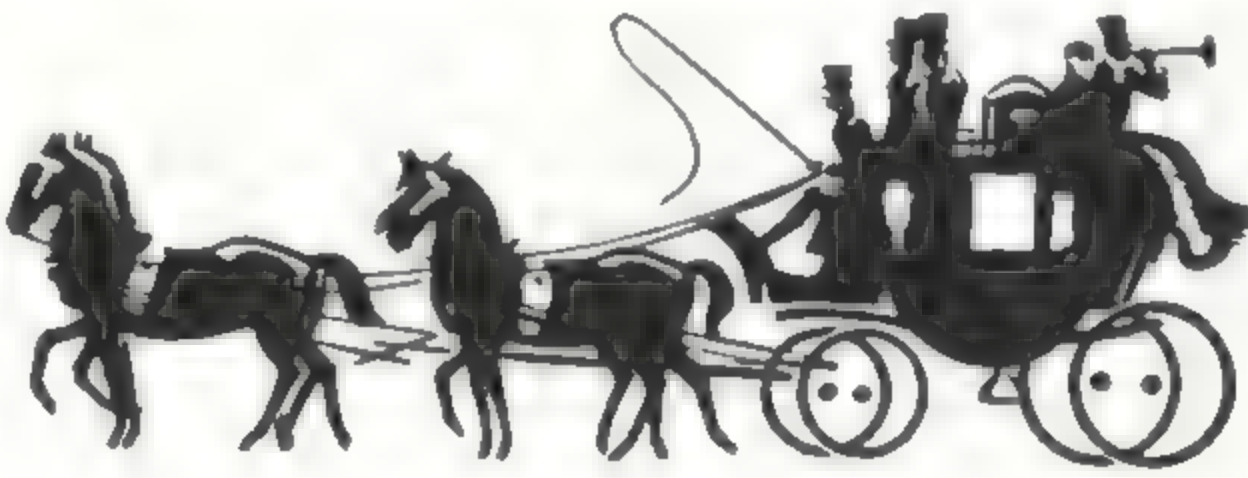
Near all

Just across the bay from San Diego, the birthplace of California; 30 minutes of motoring to Old Mexico, Agua Caliente and winter Racing; plane, train, boat or motor, an hour or more to Los Angeles or Hollywood. Send for folder with rates.

MEL. & WRIGHT, Manager

across the bay from San Diego.

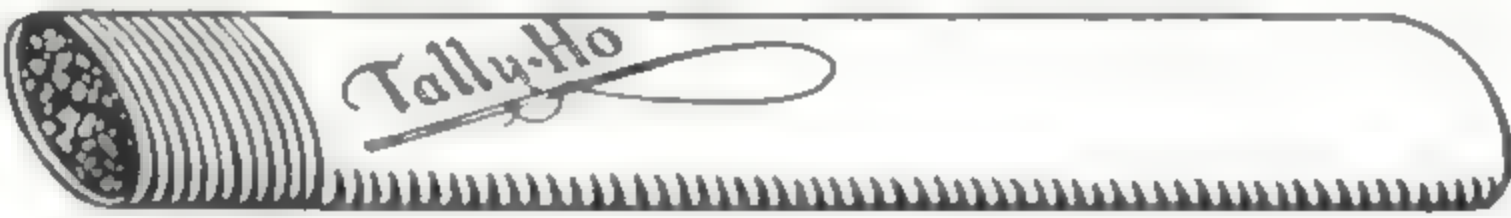
Hotel del
CORONADO
CORONADO BEACH • CALIFORNIA



WE THANK THE MANY GENTLEFOLK WHO HAVE SO KINDLY PURCHASED OUR *NEW* CIGARETTE

TALLY-HO

& we trust still others will favor us by trying this cigarette & that its rare flavor & elegant oval shape (for longer, cooler burning) will meet with their approval.




A convenient box of 10 (with *amber* tips to protect the lips) for 10 pennies.

A flat packet of 20 for Twenty pennies
(PLAIN TIPS)

Look for the *TALLY-HO* on the packet

O. Lorillard Company, Inc. Established 1760
© P. Lorillard Co., Inc.

HOLLYWOOD ROOSEVELT HOTEL



...You'll enjoy every minute of your stay at Hollywood's largest and finest hotel—on Hollywood Boulevard, where comfortable refinement and diversification go hand in hand.

THEATRES, SHOPS, ETC. are nearby. There are three hundred delightful outside rooms and suites available at moderate rates.

TWENTY MINUTES from downtown Los Angeles. Convenient to golf courses, studios, mountains and seashore. Home of the famous *Blossom Room*, rendezvous of the stars of stage and screen.

Folder on request.

Dave Boice, Manager

How to order Vogue Patterns by mail

Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., or from 1196 The Merchandise Mart, Chicago, Ill., or 523 Mission Street, San Francisco, California. In Canada, 70 Bond Street, Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

Vogue does not make provision for charge accounts or C.O.D. delivery. When ordering please enclose cheque, money order or stamps. Remittances should be made out to the store or office from which you order.

PRICES OF VOGUE PATTERNS

199	\$2.00	612925
200	2.00	614125
201	2.00	614225
202	2.00	614975
203	2.00	615075
204	2.00	615175
330625	615275
53600	1.00	615375
591125	615475
596150	615575
602750	615625
604575	615725
608125	615825

In Canada all 25 cent patterns are priced at 30 cents, and all 50 cent patterns are priced at 55 cents.

FAT



or **SLIM** ?

- Don't envy the enchanting slenderness of motion picture actresses when you can quickly banish ugly fat and what's more do it SAFELY and COMFORTABLY by taking a half teaspoonful of Kruschen Salts in hot water in the morning.
- Kruschen is a superb blend of 6 SEPARATE minerals which reduce fat and help the glands and body organs to function properly—that's why you enjoy better health with a surprising increase in energy and strength—feel younger and look it—all while weight recedes toward NORMAL.
- After excess fat has vanished you are very apt to live years longer, too.
- Kruschen positively contains no drugs or injurious ingredients—many physicians prescribe it in their own practice—it MUST be effective—it MUST be safe! Many women hasten results by cutting down on potatoes, pastries and fatty meats.
- A jar that lasts 4 weeks costs but a trifle. Leading druggists throughout the world sell Kruschen. For REAL results and your HEALTH's sake—accept nothing else.
- Write for a copy of "How to Lose Fat Without Injuring Health". Dept. P, E. Griffiths Hughes Inc., Rochester, N. Y.

KRUSCHEN SALTS

THE SHOPS OF VOGUE

SOCIETY

THE SHOPS OF VOGUE

The Bead-and-Button Shoe
is a fashion sensation!



This is the prize winner of the Shoecraft collection. Stylists, fashion editors and smart women choose it, at first glance, as the finest interpretation of the new mode. Smoothly molded, perfectly fitting, it flatters every foot. **Entirely hand made.** Black or brown suede or black kid, with elastic, simulated side closing and cut steel beading. Special at \$14.50.

Order by mail if personal shopping is inconvenient. Send for folder V11 of new Fall shoes.

SHOECRAFT
SALON: 714 Fifth Avenue, N. Y.
Between 55th and 56th Streets
FITTING THE NARROW FOOT
SIZES TO 11, WIDTHS AAAAA TO C



mac
EADY INC.
Importers
10 EAST 56th ST.
New York

BIRTHS
NEW YORK

O'Brien—On August 26, to Mr. and Mrs. Morgan J. O'Brien, second (Kathleen M. Farrell), a son.

Parker—On August 21, to Mr. and Mrs. Albert Parker (Rosemary Harden), of Los Angeles, San Marino, and Palos Verdes, California, a daughter, Charlotte Parker.

Schwartz—On September 3, at Westbury, Long Island, to Mr. and Mrs. A. Charles Schwartz (V. Craigie McKay), a son.

Viles—On August 30, to Mr. and Mrs. William Payson Viles (Marian Nichols), of Augusta, Maine, a daughter.

DEATHS
NEW YORK

Brown—On September 6, in London, England, John Stewart Brown, husband of Laura Ritter Brown.

Riker—On August 4, John Jackson Riker, husband of Edith M. Bartow Riker.

White—On September 6, in Monte Carlo, Monaco, Charles Ezra White, husband of Martha Paul White.

BOSTON

Goodwin—In August, Isabel Montague Geer Goodwin, wife of the late Elliot Hersey Goodwin.

CHICAGO

Hurley—On September 6, Florence Amberg Hurley, wife of Edward N. Hurley.

McIntosh—On September 3, in Lake Forest, Illinois, Harry Milne McIntosh, husband of Callae E. Mackey McIntosh.

PHILADELPHIA

Cresswell—On September 6, in Baltimore, Maryland, Hugh Catherwood Cresswell, of "Beverly Farms," Saint Michaels, Maryland, husband of Mary Ludlow Bogert Cresswell.

SAN FRANCISCO

Clagstone—On September 2, Paul C. Clagstone, of Palo Alto, California.

WASHINGTON

McCoy—In August, Kate Philbrick Baldwin McCoy, wife of Chief-Justice Walter I. McCoy, of the Supreme Court of the District of Columbia.

ENGAGEMENTS
NEW YORK

Callaway-Ammidon—Miss Elizabeth Macintosh Callaway, daughter of Mr. and Mrs. Trowbridge Callaway, to Mr. Hoyt Ammidon.

Clark-Poole—Miss Caroline Louisa Clark, daughter of Mr. and Mrs. Carrollton Clark, to Mr. William Morris Poole, son of Mr. and Mrs. Ernest C. Poole.

d'Utassy-Castle—Miss Babetta Harkanyl d'Utassy, daughter of Mr. and Mrs. George d'Utassy, of Cedarhurst, Long Island, to Mr. William Anderson Castle, second, son of Mr. and Mrs. Clifford de Witt Castle, of Springfield, Massachusetts.

Granbery-Becket—Miss Elise Barr Granbery, daughter of Mr. and Mrs. E. Carleton Granbery, of Greenwich, Connecticut, and New York City, to Mr. G. Campbell Becket, son of Dr. George C. Becket and Mrs. Becket, of East Orange, New Jersey.

Hooker-Rockefeller—Miss Blanche F. Hooker, daughter of Mr. and Mrs. Elon Huntington Hooker, of New York City and "Chelmsford," Greenwich, Connecticut, to Mr. John Davison Rockefeller, third, son of Mr. and Mrs. John D. Rockefeller, junior, of New York City, Pocantico Hills, New York, and "The Eyrle," Seal Harbor, Maine.

Lambert-Lloyd—Miss Rachel L. Lambert, daughter of Mr. and Mrs. Gerard B. Lambert, of "Albemarle," Princeton, New Jersey, and "Carter Hall," Millwood, Virginia, to Mr. Stacy B. Lloyd, junior, son of Mr. and Mrs. Stacy B. Lloyd, of Ardmore, Pennsylvania.

Mellwaine-de Braux—Mrs. Archibald G. Mellwaine, of New York City and Locust Valley, Long Island, daughter of the late Mr. and Mrs. William A. Read, to Mr. Georges R. de Braux, of Paris, France, and New York City, son of Monsieur René de Braux.



ROSE AMADO, INC.
485 Madison Ave. at 52nd St., New York

Don't Discard Your Worn Shoes



We lengthen them if too short.
We widen them if too narrow.
Resole shoes like new.
Convert unwearable suèdes to smooth leather.
Dye (not paint!) white or any shade leather shoes to ANY COLOR—guaranteed to endure!

T. O. DEY CO., Inc.
1472 B'way, N. Y. C. Bryant 9-4326
Mail Orders—Carefully Serviced

MAISON DE LINGE
Trousseaux
844 MADISON AVE., N. Y.
GREENWICH, CONN.




LAMB'S WOOL COMFORTABLE with scalloped edge; handstitched; covered with the durable Linden Taffeta—in peach, green, blue, gold, rose, orchid and turquoise

\$12.50

Watch for our Advertisement in VOGUE NOV. 1 showing the NEWEST IN BEDSPREADS

MARIA GUY
MODES
8 PLACE VENDOME,
CANNES PARIS

CUSTOM PERMANENT WAVES



J. SCHAEFFER, INC.
590 FIFTH AVE. near 48th ST.
and
HOTEL ST. REGIS · NEW YORK

THE SHOPS OF VOGUE

SOCIETY

THE SHOPS OF VOGUE

Vogue readers with a shrewd eye for value may send their size, color and fabric preference plus money order. Jane will ship THE DRESS subject to your approval or money refunded.

Velvet & Satin \$23.50

Opulent Crepe \$13.95

Crêpe \$3.95

Jane Enapel
INC.
dresses
1044 Madison Ave. New York



ACTUALLY NEW IDEAS

You'd think there was a limit to innovations in shoe designing. But somehow, Vanity's ingenuity is equal to finding brand new treatments all the time.



The Fall Collection is just rife with ideas that, so far as we know, have never been used before. With the quality as high as ever, and the hand workmanship superb, the new Customodes begin at \$11.50 . . . and that's a lovely new idea.

Send for new booklet with illustrations of the fall and winter models.

VANITY
CUSTOMODE SHOES
576 Madison (at 56 Street)
New York

WEDDINGS

NEW YORK

Allan-Bouvier—On September 3, in the Madison Avenue Presbyterian Church, New York City, Lieutenant Carlisle Allan, U. S. A., of Washington, D. C. and Mrs. Stone Bouvier, daughter of Mrs. Carl Stone, of Washington, D. C.

Allen-Bradley—On August 27, in the Church of the Transfiguration, New York City, Mr. Edward Mortimer Allen and Miss Gwendolen Bradley, daughter of Mrs. Charles Logan Bradley, of Jackson, Mississippi.

Ashforth-Evans—On September 2, in the Chantry of Saint Thomas's Church, New York City, Mr. George Thayer Ashforth, son of Mrs. Albert B. Ashforth, of Greenwich, Connecticut, and Miss Barbara Evans, daughter of Mr. and Mrs. Robert T. Evans, of Phoenix, Arizona.

Djamaroff-Daly—On August 26, in the private Chapel of the Grand Duke and Grand Duchess Cyril, at Saint-Brieuc, France, Mr. George Djamaroff, of New York, and Mrs. Marcus Daly.

Duncan-Hooker—On August 27, in the Church of Saint John's-in-the-Wilderness, Paul Smiths, New York, Mr. Dyson Duncan, son of Mr. and Mrs. Stuart Duncan, of New York City and Newport, Rhode Island, and Miss Mildred Phelps Stokes Hooker, daughter of Dr. Ransom Spafard Hooker and Mrs. Hooker.

Durstine-Gardiner—On August 30, Mr. Roy Sables Durstine and Miss Virginia Gardiner, daughter of Mr. and Mrs. A. T. Gardiner.

Eckfeldt-Ross—On September 2, in Grace Church, Madison, New Jersey, Mr. Theodore Engel Eckfeldt, son of Mr. Frank Eckfeldt, of Chestnut Hill, Philadelphia, Pennsylvania, and Miss Mildred Oliver Ross, daughter of Mrs. John Henley Ross, of "Termon Rock," Madison.

Emerson-Garrett—On August 26, in Cambridge, Massachusetts, Mr. John Haven Emerson, son of Dr. Haven Emerson and Mrs. Emerson, of New York City and Southold, Long Island, and Miss Irene Marie Garrett, daughter of Mr. and Mrs. Victor Garrett, of New Brighton, Staten Island, and Edgartown, Massachusetts.

WEDDINGS

Lowman-Cushing—On August 26, at Hempstead, Long Island, Mr. Lawrence Wise Lowman, son of the late Mr. and Mrs. David Lowman, of Philadelphia, Pennsylvania, and Mrs. Cathleen Vanderbilt Cushing, daughter of the late Reginald C. Vanderbilt.

Mestres-Gwynne—On August 13, at Hewlett, Long Island, Mr. Ricardo Angelo Mestres, son of the late Mr. and Mrs. Ricardo A. Mestres, of Mexico City, Mexico, and Miss Anita McKim Gwynne, daughter of Mr. and Mrs. W. Lee Gwynne.

Monks-Lewis—On August 25, Mr. John Monks, junior, son of Mr. John Monks, and Miss Gwendolyn Lewis, daughter of Dr. Robert Lewis.

Mosle-Brackenridge—On August 24, in All Saints' Episcopal Church, Pasadena, California, Mr. William Boardman Mosle, of New York City, son of Mr. and Mrs. A. Henry Mosle, and Miss Anne Brackenridge, daughter of Mrs. William A. Brackenridge, of Pasadena.

CHICAGO

Ghiselin-Noonan—On September 1, in Saint John's Church, Rochester, Minnesota, Dr. Alexander Dickinson Ghiselin, junior, son of Dr. Alexander D. Ghiselin and Mrs. Ghiselin, of Riverdale, New York, and Miss Ottilie Frances Noonan, daughter of Mrs. Francis Joseph Noonan, of Chicago, Illinois.

WASHINGTON

Copeland-Duryee—On August 27, in Christ Episcopal Church, Suffern, New York, Mr. Royal S. Copeland, junior, son of United States Senator Royal S. Copeland and Mrs. Copeland, of Suffern, and Miss Virginia May Duryee, daughter of Mr. and Mrs. Walter S. Duryee, of Suffern and Brooklyn, New York.

Karrick-De Blasius—On August 29, in the Cathedral of Saint John the Divine, New York City, Mr. David Brewer Karrick, son of Mrs. James Lawson Karrick, of Washington, D. C., and Stockbridge, Massachusetts, and Miss Anna Elizabeth De Blasius, daughter of Mr. David De Blasius, of Glen Falls, New York.

The Plaza Comfortable

\$22⁵⁰

Inspired by Paris . . .
McGibbon exclusive design

Entirely handmade by the skillful fingers
of the famous Kentucky home workers.

Fashioned in a fine quality of
Belding all silk satin, filled with
soft fleecy lambs' wool. These
de luxe comfortable are offered
in the following attractive
shades or in reversible combinations:
Peach, Green, Rose,
Blue, Orchid, or Gold.

Send for swatches.

The value is indeed outstanding, considering
the fine quality and workmanship.

McGibbon

49 East 57th St., N. Y.

Between Park and Madison Aves.

THE HOUSE OF FINE LINENS AND HOME TREASURES



Mail
Orders
promptly
filled

MAINBOCHER
COVTVRE

12, AVENUE GEORGE V A PARIS

FRANCEVA^{INC.}

16 East 52nd St.
New York

Fashionably
related is this
brief custom
made corse-
lette which
eliminates all
superfluous
bulk and
undies

Ready to wear
models priced
within the new
budgets

Negligées
Trousseaux
Underwear



ATKINS

18 West 57th St.
New York



Black Coat—with Silver Fox \$225.00
Brown—with Blue Fox \$155.00



NEW STYLINGS ARE
AT LOWER PRICES
WITHOUT CHANGE
IN TRADITIONAL QUALITY



The ultra in Fashionable Footwear

Obviously, there is no gainsaying that even the simplest costume is charmingly glorified by correctly-styled footwear . . . or the effect disturbed by a lack of discernment in its selection. Hence, the inclination of so many smartly-dressed women in turning to the new Autumn creations by Laird, Schober . . . fashioned by master craftsmanship in the finest of leathers and loveliest combinations . . . and being presented now at the

better shops and shoe salons of leading stores.

LAIRD, SCHOBBER
AND COMPANY
Philadelphia

SO SMART...AND SO VERY PRACTICAL, TOO

BARREA—positively an inspiration, in rich Black Suede or Black Kid, trimmed with Patent Leather and beautifully set off with inlaid bars and a delicate piping in harmonizing colors. Or, perhaps you would prefer it in Brown Suede or Brown Kid, with the bars and piping in contrasting colors.

SEVRES—its soft and flattering lines will intrigue you. Fashioned in deep Black or Brown Suede, with Kid Vamp to match—a narrow piping in contrasting colors and a smartly-designed Buckle. You may also choose it in all-over Black or Brown Kid or Patent Leather.

LYRIC—you'll find an infinite number of occasions when this charming evening effect will enhance the brilliance of the gown. It is styled in beautiful Crepe, Satin, Moire and Tintable Brocades—piped daintily in Gold or Silver Kid. Its loveliness is heightened by a Jewelled Buckle.

V O G U E

Copyright, 1932, by The Condé Nast Publications, Inc.

NEW YORK FASHIONS

Cover design by Lepape

NEW YORK FASHIONS

Vogue's-eye view of the mode	27
Vogue's platform for public life	31
Our five point program	32
Chanel's velveteen dresses	33
Capes, sashes, and bustles	34-35
Vionnet evening gowns	36
Topped with Persian lamb	37
Corduroys and woollens	38-39
Couturier designs	54-55
Miss Crawford of Hollywood	64-65
Vogue's portfolio of smart economies	66-70
Designs for practical dressmaking	72, 107
Shop-hound	74
Go you and do likewise	102-103

PARIS FASHIONS

From a Preraphaelite palette	42-43
Dropped shoulders	46-47
What's true for day and evening	48-49
Schiaparelli's queer autumn shades	50
Jeanne Lanvin's serene new colours	51
Velvet from two to two	60
If it isn't black, it's a deep, rich shade	61
Three of the luxurious type	62
A coat for a grand entrance	63
The cloth makes the clothes	92-94
Vogue points from Paris	98

SOCIETY

Society	22-23
Mrs. David K. E. Bruce	Frontispiece
A wedding in Scotch kilts	41
Miss Virginia Thaw	52
Gallery of beauty	58-59

VARIETY

Aren't politics divine?	29-30
Seen on the stage	40
Redecoration in Mrs. Bodrero Macy's apartment	44-45
Alms and the woman	53
A primer for the hostess	56-57
The gospels of beauty	71
On her dressing-table	76
Portofino, an inexpensive paradise	86-90

ADVERTISING SECTIONS

Schools	14-15
Shoppers' and buyers' guide	10
Travel	18-21
French shops	22-23
American shops	22-23
Advertising index	106

Vol. No. 80 No. 8

Whole No. 1446



OCTOBER 15, 1932

THE CONDÉ NAST PUBLICATIONS, INC.

Condé Nast, President/Francis L. Wurzburg, Vice-President/W. E. Beckerle, Treasurer/M. E. Moore, Secretary/Frank F. Soule, Business Manager/Printed in the U. S. A. by the Condé Nast Press/Title Vogue registered in the U. S. Patent Office. Executive and Publishing Offices: Greenwich, Conn. / Editorial Offices—Graybar Building, 420 Lexington Ave., New York, N. Y.—Cable Address: Vonork, New York. Vogue foreign addresses: London, 1 New Bond Street, London W. 1—Cable Address, Volon; Paris, 65-67 Avenue des Champs-Élysées—Cable address, Vopar.

Subscriptions for the United States, Mexico, Panama Canal Zone, Porto Rico, Hawaii, and the Philippines, \$6 a year in advance. Single copies, 35 cents. In Canada, \$1.50 a year extra for postage. For other countries, subscription prices will be furnished on request. Address all correspondence to Vogue, Greenwich, Conn.

Change of address—Four weeks' notice is required for a change of address or a new subscription. In ordering a change, please give both the new address and the old address exactly as it appeared on the wrapper of the last copy received.

Copyright—The entire contents of Vogue—text and illustrations—are protected by copyright in the following countries and must not be reproduced in any manner without written permission: United States, Austria, Belgium, Bolivia, Brazil, Bulgaria, Canada, Costa Rica, Czecho-Slovakia, Danzig, Denmark, Dominican Republic, Ecuador, France, Germany, Great Britain and Colonies, Greece, Guatemala, Haiti, Honduras, Hungary, Italy, Japan, Luxemburg, Monaco, Morocco, Netherlands, Nicaragua, Norway, Panama, Poland, Portugal, Roumania, Salvador, Spain, Sweden, Switzerland, and others.

THERE ARE THREE VOGUES

AMERICAN, FRENCH, AND BRITISH

Edna Woolman Chase, Editor-in-Chief

Carmel Snow—Editor of American Vogue
Michel de Brunhoff—Editor of French Vogue
Alison Settle—Editor of British Vogue

*It's smart ~ it's new ~
it's thrifty*

*You'll like this lovely new lingerie
... and here are the reasons*

MIMODE lingerie is carefully styled. It gives the sleek foundation so necessary under today's slim gowns ... smooth lines that seem to take off pounds — yet allow perfect freedom of movement — no binding or pinching ... well tailored, carefully finished, smart.

MIMODE brassieres mold you gently but firmly — are styled for both evening and day wear ... Panties, trimmed with their own material or with fine lace, buttoned or with elastic, flared or straight.

MIMODE slips are made with either panties or brassieres, or both. They won't sag — they won't bunch — they are tailored to fit. The nighties are comfortably long, fashioned as smartly as evening frocks, tailored or frilly, and planned in restful colors.

This MIMODE lingerie is offered to you in a number of smart new fabrics of interesting weaves (including the dull angel-skin finish), and in many delicate pastel shades. There's a wide variety of styles.

Ask for MIMODE lingerie the next time you shop. You will like it. You'll find it in the smart shops — priced for today's purses.



MIMODE gloves in new styles for late Fall and early Winter fashions are now coming to the smart shops. Look for them — in leather, silk, combination fabrics, and the fascinating new knitted velvets.

THE E. RICHARD MEINIG CO., READING, PA.

New York Showrooms: 180 Madison Avenue



Underwear and Gloves





Vogue's

Eye view of the mode

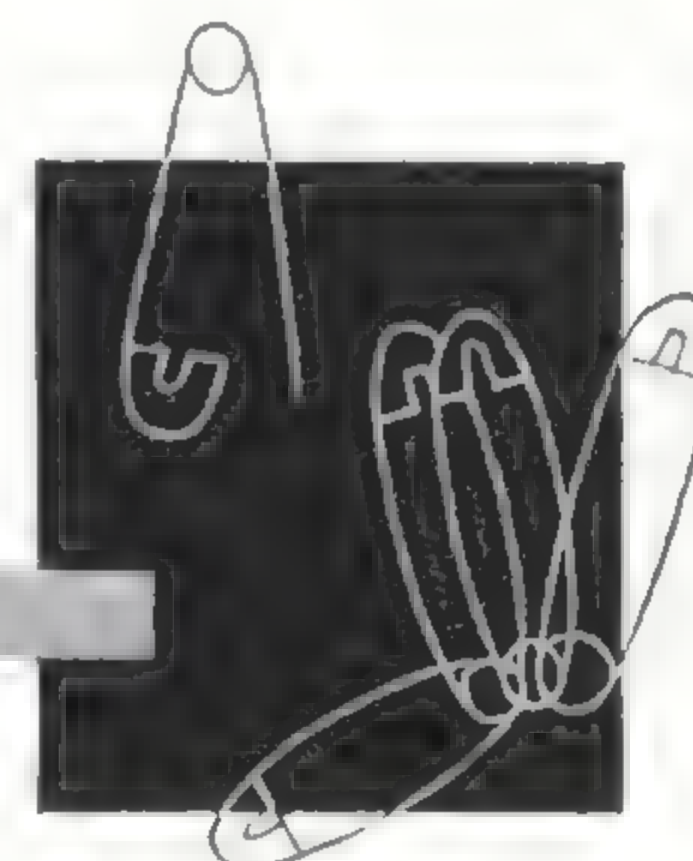
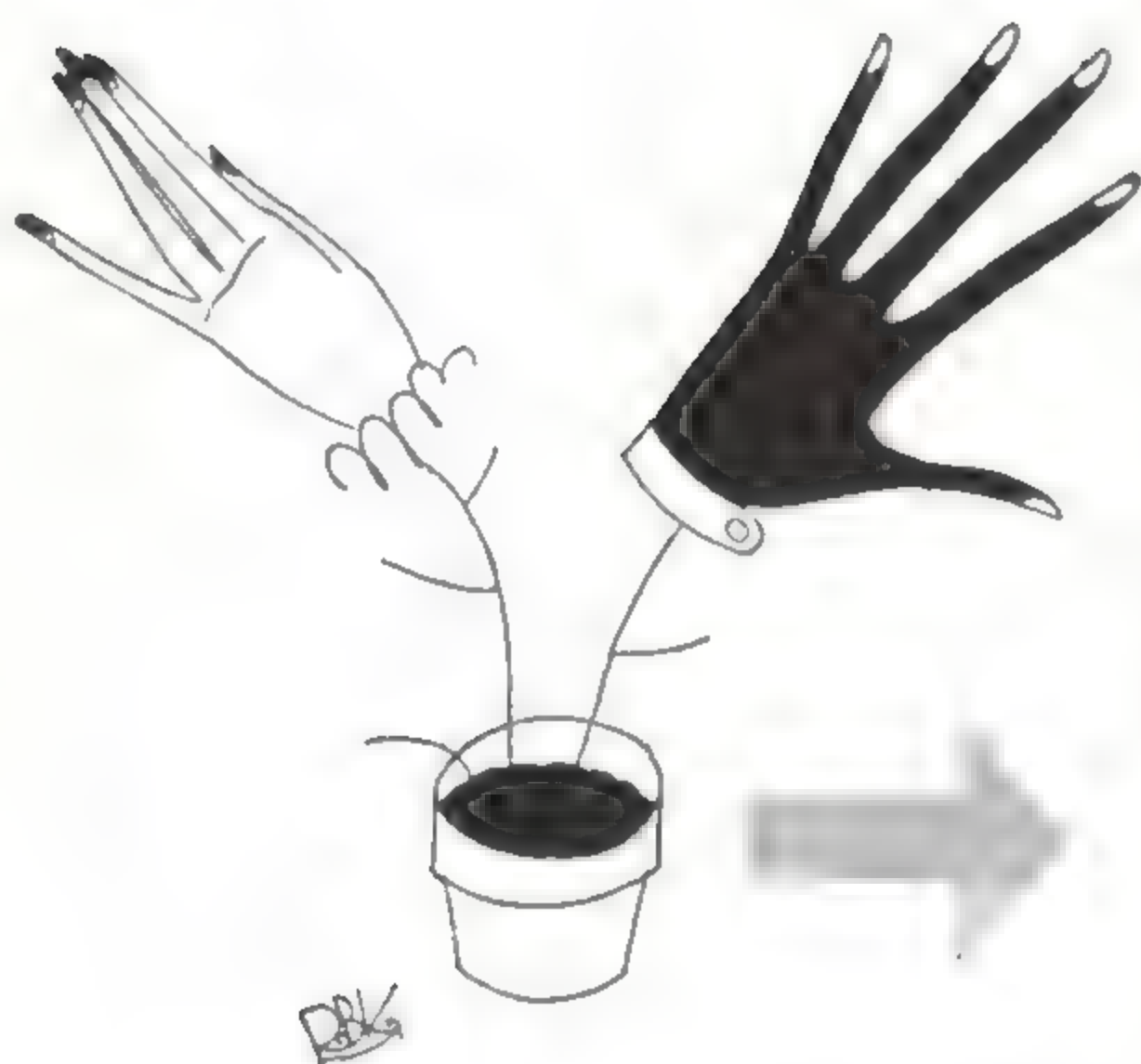
OFF in a general westerly direction, we are permitting you a look-in at a fashion sitting in Vogue's studio. You, who generally see only the immaculate result, the finished photograph, will be slightly astounded by this: already a dozen dresses have been tried and thrown out; she who wears them is the final choice of a parade of beauties who failed to please; behind a screen hovers a florist with flowers kept fresh for the psychological moment, also a detective armed to the teeth, protecting the jewellery used; an editor is pinning the ultimate dress just right; a group of assistants are fiddling with the lights; while off in a corner, the photographer is quietly praying to himself.

ONE minute manifestation of the ruling passion for colour, wild colour, is stockings the colour of the inside of a ripe fig. The old shades look a bit blah with petunia, cabbage, and the shades on page 50.

AT the right, you see the curious and amusing little figures designed by André Derain to be costumes for "La Concurrence," in the Ballets Russes that were given at Monte Carlo this summer and later in Paris. They only go to show the revivalistic trend of the mind of to-day. In the same spirit of caricature of the past, the modern Schiaparelli makes the huge and infinitely chic 1890 sleeves. On her dresses, as on these fantastic little creations, the tops seem much too big for their wearers. They are meant to seem so. When Miss Joan Crawford was having hers fitted (see her in them on pages 64 and 65) behind that famous curtain on the rue de la Paix, she plead to have them fitted a little closer, but the great and omnipotent Schiaparelli was adamant and utterly refused.

THOSE of you who think dark red finger-nails look gore-steeped, have got a brand-new shock coming. In Paris, some of the smartest women are varnishing their nails beet-colour all the way down to the tips—no white shows at all. And sunburned damsels are painting the nails on their dark brown hands stark-white. It takes courage to do this, mind you, but it's fun.

THIS picture of several thoroughly prosaic safety-pins should receive your amused curiosity for a moment. The safety-pin, hitherto held lowest in the scale of pins, a mere commodity and the badge of slovenliness when used to replace a button or a hook, has now acquired a special little chic of its own. This year, if you run across a lady in a little dark frock linked across her chest with one big plain metal safety-pin, in lieu of buttons, your cue is to look twice. Very soon you may find yourself yearning to do even as she.





CECIL BEATON

Mrs. David K. E. Bruce

Before her marriage, the attractive Mrs. Bruce was Miss Ailsa Mellon. She is the daughter of Andrew W. Mellon, Esq., and for many years acted as her father's hostess in Washington. Upon his appointment as Ambassador to the Court of Saint James's, Mrs. Bruce went with her father to London, where she has been one of the most fêted and popular young Americans in diplomatic circles

AREN'T POLITICS DIVINE?

By Arthur Krock

THE last place I ever expected to meet her was on B floor of the Congress Hotel in Chicago. She might possibly have been encountered, even during a national political convention, in the lobby of the Blackstone, hurrying for the Century which would bear her smoothly home to New York, or for the Overland which makes a stop near her ranch in Wyoming. But B floor of the Congress—this meant political business. And especially businesslike was the sheaf of papers in her hand.

"What are those?" I asked.

"Darling," she answered, speaking in the North Shore idiom which—alas!—is not the idiom of understatement, "this is what we want the convention to say."

It was a solemn platform, a "manifesto." It included every subject of consequence in the affairs of the world and struck an attitude on them. On economics, it was a bit watery, but on the repeal of prohibition and the need for the election of people one knows to public office it was firm and clear.

"Isn't it divine?" she asked. "And do you think they dare reject it? It was written by John Thingumy, who wrote that 'America Beware' article, you remember. We've formed an organization to force the conventions to accept its terms. The big part is where we have the Republicans denounce their own record in one or two particulars, and the Democrats do the same."

An interruption came in the arrival of three other women whom I had also hitherto associated entirely with the Meadow Brook Cup, the West Hills Meet, and pleasant dinner-parties between Sands Point and Huntington. To these was attached one young man, uncannily skilled at polo.

"You, too?" I asked. "Are you, too, demanding that the old parties do right by Our Nell, the Constitution?"

"Hell, no," he replied. "I came out here for the private-car ride and to see the steam-roller roll. But I can't wait any longer—I'm flying back for a match to-morrow."

But the ladies were not going back. It was time, they said, that the descendants of the pioneers should notify the politicians into whose hands government has fallen



WALTER LIPPMANN WORSHIPPERS

that America must find its soul again. America must face the future in an heroic mood between realism and idealism.

The whole trouble had been that the right sort of people had not taken the proper interest in politics. They had not tried to learn the game, as the English gentry have learned it. They complain about persons in office and then play golf on election day. This document, which would be presented to the platform committees, would mark the change. It was so difficult, just because one happened to be attractive and well-dressed and didn't speak like a charwoman, to be taken seriously by these politicians. But they would find out. It was business at last.

And to prove that it really was business, these agreeable people, who had better places to go than stuffy hotel corridors in Chicago, passed around their documents, interviewed politicians, and sat through committee-hearings and the convention sessions. Some tried to be entirely mental. Nature, of course, had other plans.

But when they left Chicago, they seemed to know as little about the inevitable method of politics, as little about their country's geography and history, as little about public questions and the party system as they ever did. Exposed for a week to endless talk about the Administration machine, they did not seem to comprehend how that machine had operated against the outright repeal plank in the Republican convention. In the midst, for another week, of Democratic politics, they never seemed to appreciate the essential difference between Al Smith demonstrations in the galleries and Roosevelt pledges on the floor.

This, I fear, is because politics is merely a momentary interest among the fashionable and charming ladies of the land who suddenly descended upon the conventions like a bevy of Schiaparelli Boadiceas. It is



confusing, and they are easily confused. It is complicated, and they do not like to unravel complications. Because the science of politics deals in simple deceit and other devices which should be more skilfully employed by women than by men, it is singular that American women are not more adept. Yet, the fact remains that only a few are competent observers of its workings. And those "fashionable" women who can engage in politics without recourse to their femininity are few enough to count on the fingers of one hand.

One reason, I think, is because politics mean real work. Going in for politics means "to scorn delights and live laborious days." It means study, even if the study be only that proper study of mankind which is man. Politics is not a fad, a mere "new interest." It is a business, a difficult day-in and day-out business. And American women have had the habit of leaving day-in and day-out business to their men-folk ever since the teeming soil of the continent began to sprout dollars.

Is the habit ending? Did the fluttering descent upon Chicago mean that "smart" women—I know of no word which better groups them—at last are to participate seriously in our legislative and electoral processes? What I saw and heard there, and what I have heard since, does not persuade me that this is so.

There are many women who do understand public questions, many to whom politics are not just a new contract bidding system. No man comprehends the political process better than Alice Longworth, or strikes more closely that essential and delicate balance between an acceptance of human nature for what it is and an idea of what it should be. Ruth Pratt can break down a budget shrewdly and discuss it competently. Frances Perkins is one of the country's most efficient public administrators as New York's Industrial Commissioner. Bella Moscowitz is a tireless, practical organizer, the

excellence of whose judgment is affected only by the depth of her devotion to Alfred E. Smith, a flaw not confined to her sex. There are many women secretaries to politicians who confront and deal with the realities of the business better than any man these politicians can find.

But to them, the quest for votes—which is the basis of all political effort—is not a pastime, not a passing fad. It is not a mere exit from the boredom which claustrates many American women—boredom due partly to the fact that they are too spoiled to want a serious partnership with their men-folk. To able women such as those I have enumerated, the political interest is deep, true, comprehending, and lasting. They are not interested in a Congressional contest, for example, solely because "Sonny" Whitney is running against "Bob" Bacon.

But the lovely faddists who are my theme, whom I have observed, beautiful and solemn, listening to, but more often participating in after-dinner arguments on public questions—these will soon hie themselves to other watering-places of the mind. Then, their presence will be a fragrant memory, and I shall especially remember their Chicago political academy for ladies of quality, the responsibility for starting which rests chiefly upon two persons: Pauline Morton Sabin and Walter Lippmann.

Their pupils came to class eager, serious, charming. Mrs. Sabin had successfully carried into feminine quarters the shocking facts as to prohibition and had advanced a female public crusade beyond the club-woman stage. Convinced that at last an organization for public welfare was to be led, not by "frumps," but by "people we know," those who knew them and those who wanted to know them joyously joined. It turned out to be great fun. The evils were real enough (Continued on page 80)



BABES IN THE POLITICAL WOOD



MODELS FROM BERGDORF GOODMAN

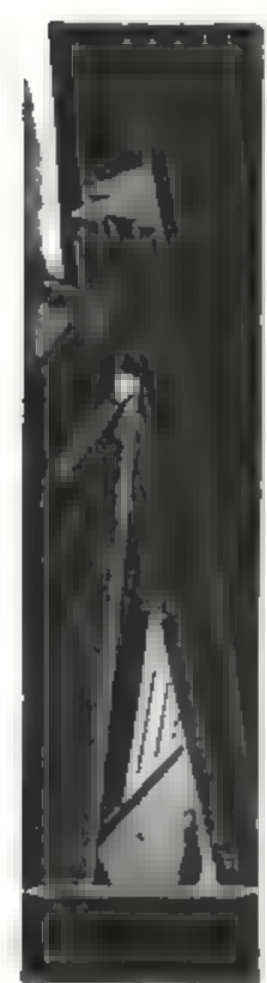
STEICHEN

Vogue's platform for public life

For banquets in down-town hotels, for the broadcasting studios, for all sorts of evening political shindies and speechmaking, we make two nominations: one, a heavy white Cabasol crêpe jacket and dress, the jacket so abbreviated that it reveals the dead-black top of the very plain dress

Our second choice is a very simple black dinner-gown of that new, dull, wool-like stuff called Bagheera, with shoulders covered and a beautifully moulded high waist-line tied in back with tiny streamers. The white flowers accent the V of the décolletage. Discreet and infinitely wearable

OUR FIVE POINT PROGRAM



THIS, we are told, is the era of reconstruction. We find ourselves now in the dawn of what we fondly hope to be a new day, with new notions of thrift and value in our heads, and the definite feeling that we owe it to ourselves and the times to turn out looking more exciting than we have for some time. Here, Vogue presents, in a five-point program for your renaissance, the new clothes that are to be had in America. The *right* coat, suit, day dress, evening dress, and sports clothes will do the job.

A NEW COAT: If you want to be *fun* and if you lead a not too practical life, then pick, without question, one of the mad Schiaparellis. They are the newest coats on earth. Note, however, that they and the dresses beneath make costumes that you notice and remember, and they are only practical if you have a good old fur coat somewhere in the background. You might get stone-grey trimmed with sable or marten, rough, rough, rough as to woollen, with a deep, rich cabbage-red dress showing beneath; or you might get a deep, rich hyacinth-blue and wear it over red. These coat-and-dress ensembles are so startling in colour and so chic that they are dressy enough to go anywhere.

If, on the other hand, Fate forces you to be a bit more practical, or if you just don't happen to feel like a Schiaparelli lady, then get a good black cloth coat trimmed with Persian lamb, but don't let the dress beneath be all-black. Introduce an element of surprise. For instance, a black dress with a bright tangerine top (the reddish shade of blood-orange)—always some note of bright colour to offset the dead-black. Now don't go and get a plain black coat with a hunk of fur sitting at the neck in the old way. Don't sit on the fence in the matter of fur. A lot of fur or none. There's no possible compromise. See to it that the coat has new interesting detail—padded shoulders or the new caught-up fulness under the arm, a sort of magical tuck taken in the flat fur trimming that makes your hips fade away into nothing at all. Beware of big, tricky sleeves in coats. The idea has been too commercialized, and what is good in afternoon dresses, is not always so good when you see it in rough wool on the street.

If you lean towards beige, get a putty-beige, a colourless beige, and don't put a beige dress beneath it—it needs some rich, sharp contrast, a hyacinth-blue perhaps, with a muff—a hyacinth wool and black skunk. Chanel gives the proper startle on a beige tailored coat, with big lapels of spotted ocelot fur. If you have already bought a coat, as you read these words, and feel that you look a trifle *blah*, save the situation with a muff. Last year, you might have felt a bit kittenish, or arty, or Rosa Bonheurish with one. Not so this. The new muffs are made in

for the reconstruction of you

every imaginable shape and size—some of bright coloured wools, fur trimmed—, and they transform old coats, and excite dull ones, and do a great deal for the state of your soul.

A NEW SUIT: We see, here in New York, a choice of three species of suits for you. Let us cope first with the swagger suit. Picture Mainbocher's, which is one of the best of its kind—a coat of dark blue velveteen, a loose, casual coat with full sleeves, as easy to get into as a man's rain-coat, clearing the skirt by seven or eight inches, collarless, furless, worn over a jersey dress of the same purplish-blue with a scarf knotted tight up under the Adam's apple. Sometimes, this little scarf arrangement is outrageously bright, which gives a nice impudent touch that amuses you right at the start. If you are dumpy, these suits are terrible. They are meant for what we are proud to call the American figure, which means lanky shanks, a loose-limbed grace, flat fore and aft.

The second type of suit is a short-jacketed suit with padded shoulders and no fur, made in a rough wool and conspicuously new because of the absurd little bustle or lunch-box (a nubbin of padding) that is fastened for no reason at all, save charm, in the rear. It awakens bursts of laughter from those who wouldn't dare wear it, but it makes the willowy look twice thoughtfully. It is usually removable and can be taken off, if you are feeling cautious. These suits, as they were created by Schiaparelli, had contrasting blouses—and should have. For instance, one in a clear café-au-lait wool has a blouse of heavy jersey-like crêpe, in the most heavenly pink you have ever seen. This would be a perfect thing to wear under a big brown fur top-coat, as you start off on a week-end. Thirdly, there is a much more wearable and conservative Vionnet type of suit, of which there are many reproductions in the shops, of black cloth trimmed with Persian lamb, with a dress beneath it with a bright top—and sometimes with bright tangerine buttons, three of them, fastening up its black jacket.

A NEW DAY DRESS: You will probably want to start out with at least two. In wool dresses, you can go as gay as you please, especially if you live most of your life in the country. You might get one in a bright orange with a brown leather belt. You might get a brown one, the sleeves stopping short to show bright lemon-yellow hand-knit mitt sleeves. On the other hand, if you need a day-in-day-out kind of wool dress, notice, if you run across it, a black Chanel wool dress with jet buttons, a black celluloid belt, and a little white yoke of that fine French crêpe de Chine, tying (Continued on page 96)



MODELS FROM BEST

STEICHEN

What the piqué evening dress was to last summer, the velveteen dress is to this winter—a fashion that amuses wherever it goes. At the left is one in deep blue, with a slight train and solemn buttons down the back. The other in green has a scarf, three bows in back, and diamond buttons. Cellophane chair from Colwell

Chanel's velveteen evening dresses





DARE TO BE DIFFERENT

At the far left is a tremendous cape from Worth, which is made of Irish-green dull velvet and which you hurl about you, if you have any chic at all, like the cape of an Italian cavalry officer. It is utterly plain and utterly severe as to neck-line, fastened only by a jewelled frog. It might have been thought "arty," once, but in this year of individuality and eccentricity, it fits in with the sweep of the new evening dresses and is nothing short of divine

The second dress shows Vionnet at her most dramatic—a dress of white crêpe roma with a sash in magenta-purple. The sash is wide and tied high, with long, soft ends flowing down the side of the dress. The draped décolletage knots low in the front. If you are tall enough to carry off the contrast and slim enough to look as if the sash is really binding your supple waist, this lovely new evening gown promises you a sensation of the very first water

On this page, another startling fashion—Schiaparelli's famous bustle, that new and much-talked-of padding that juts out like a shelf just below a square-cut décolletage. From this bustle, cartridge pleats of the material fall to the floor in a suggestion of a train. The dress is made of maroon satin-jersey, and this dark, rich colour—much like the shade of Russian borsch—is the very soul of its chic. Furniture on these pages from Colwell



VIONNET MODELS FROM BERGDORF GOODMAN

Wealth of material

Instead of the snaky, clinging skirt you usually expect on a satin dress—Vionnet surprises you here and puts yards and yards into this dull black satin one. There is practically no back at all, but a nice high front

You know the succulent colour of blood-oranges—that is the nearest thing we can think of in describing the unexpected tone of this dull velvet dress and fox-trimmed coat that sweeps right down to your ankles



VIONNET (JAY-THORPE) • VIONNET (H. JAECKEL AND SONS)

All black—a dull black wool dress collared with a narrow scarf of black Persian lamb—and a dull black little jacket that looks like a straight jumper and has elbow sleeves edged with more lamb. A very practical suit

If you don't go in for width at your shoulders or at your elbows, you're very likely to have it across the chest—as Vionnet manages with mammoth Persian lamb revers on this coat of a soft-red woollen

More Persian lamb

SIMPLICITY

Creed of the great Chanel

CHANEL'S influence, artistically speaking, has had a definite effect on our generation. Her simple, practical dresses ushered in the post-War life and became symbolic of a certain type of costume. And they have held a place of prominence through the intervening years.

One reason is that the point she wishes to make, in any dress, is unmistakable. This year, for example, she has made a point of velveteen dresses (like those shown on page 33), of jet and rhinestone buttons, of the princesse line, velvet gloves, the rounded hip-line, and belts on simple dresses studded with steel, jet, and stones.

There are, of course, innumerable wearable day dresses in the collection—there always are, at Chanel's. Several are shown on these two pages. She uses a great deal of velvet for daytime dresses—in a very simple dark blue dress, for instance, or a red velvet blouse with a tweed skirt and jacket.

Her velveteen evening dresses are charming—they are so definitely for winter and so beautifully put over, with velvet gloves and slippers. Particularly effective is an emerald-green velveteen dress cut with a very deep V at the back and fastened with a rhinestone button. Another, in peppermint-green, is fastened at the back with bows (see page 33), and still another is in turquoise-blue with a pointed turquoise chiffon flounce on the skirt. (The mannequin who wore this at the Opening had on blue velvet gloves and carried a huge blue chiffon handkerchief.)

There is a lovely white velvet evening dress, too, fastened in back with pearl and rhinestone buttons, with a daisy-chain of tiny white velvet flowers outlining the bodice. And a fitted white velvet coat, in three-quarters length, has a collar and a band around the hips of short, curled white ostrich feathers.

Still other charming dresses are one of pink lace with a gold ribbon belt; a tomato-red velvet dress with velvet-covered buttons; and a magnificent dress of black velvet worn with a feather boa in many colours, with strands of the feathers stitched down on the skirt, suggesting an embroidered pattern.

Chanel's new princesse dresses are long, though not exaggeratedly so. She uses a five-inch grosgrain waist-band for her new rounded-hip effect on which the skirts are hung—a comfortable, practical idea, like most of those that come from this designer.



FRANKLIN SIMON

A new Chanel offering to the cause of trimness—the neatest of little black crêpe dresses, with a white piqué yoke knotted tight up under the neck as precisely as if a nursemaid had done it. To offset the good-little-girl look of this daytime dress are a row of glimmering jet buttons and a belt of shiny black celluloid



MODELS FROM GERVAIS

Chanel stole an idea from Wyoming, when she produced a brown wide-wale corduroy suit with a studded, jewelled belt, reminiscent, the French vendeuses tell you, of "le Cow-boy." Rose Descat hat from Bendel

More corduroy from Chanel, this time in a soft red, loose coat, cut very broad in the chest, shoulders, and sleeves. A soft Descat felt hat with a contrasting grosgrain band, from Bendel, increases its divine sloppiness

This Chanel coat is of plaid velveteen, in shades of taupe and grey. The buttons that march up the front are of grey glass, and the hat, turned up all the way round, is a new Marie Christiane model from Bendel

SEEN ON THE STAGE

By David Carb

AFTER several widely spaced and unfortunate productions which staggered through a few evenings and then were consigned to a merciful limbo, the theatrical season may be considered finally to have begun. During the past fortnight, the managers have attempted to appease what they optimistically consider the hunger of the public by presenting a farce, a drama, a melodrama, a musical comedy, and a revue. No two of one kind! That in itself may be significant, perhaps important. It may indicate that the producers have at last followed the lead of the Government and abandoned their more or less splendid isolation. But then, again, it may not. Perhaps the variety and lack of duplication in "kind" of the five offerings are merely a coincidence; we can only hope not. For, unquestionably, one of the most salutary things that could happen to the theatre would be some sort of "team-work" on the part of the Great Overlords; if it were sensible, it would in no way hamper individualism, and yet it would decrease enormously the appalling waste and mere imitativeness (one of the worst kinds of waste) which have obviously obstructed the theatre's development during our generation—indeed, during every generation throughout its history. But that is true of all the arts and of man also. However, there is little, in fact nothing, to lead one to believe that what has happened is a happy augury, is anything but an accident.

"HERE TO-DAY:" The farce, the work of George Oppenheimer, bears the title, "Here To-day" and an explanatory subtitle, "A Comedy of Bad Manners." It is one of those mad, irresponsible affairs that attract by their casualness. Possessing neither rhyme nor reason, their charm is their insouciance. A few years ago, several of the same genre were written by Clare Kummer and delighted the town. But those pieces were unflaggingly insouciant, in spirit, in conception, in execution. "Here To-day" is not; sometimes, it gives the impression of being deliberately casual—which, of course, nothing can be—, so, in several passages, it is neither one thing nor the other. A certain heaviness pervades it; too often, the seeming spontaneity of dialogue essential to such a piece is but a group of "gags" or witticisms obviously carefully—even laboriously—fabricated and injected solely to "get a laugh." They weigh down what should be light enough to skim.

Another weakness of "Here To-day" is the author's failure to make the most of his material. Before the play opened, there were persistent rumours that the leading character was a somewhat caricatured portrait of a woman prominent in the smart literary life of New York. Whether that be true or not, Oppenheimer's absorption in her "smartness" and mannerisms caused him at times to forget or at any rate neglect his play. As it progresses, one is constant-



STEICHEN LENORE ULRIC STARTS OFF HER SEASON IN "NONA"

ly asking himself, "Why are they doing this?" or "Why don't they do that?"—which simply means that the spectator is not involved in the happenings on the stage, a dangerous condition, sometimes fatal.

The whole initial act does little more than introduce the people, explain their relationship in that particular milieu at that particular time, and state the troubles that confront them—what a good playwright accomplishes in a few minutes, at the beginning of his opening act. So the play does not really get started until just before the first intermission. However, concocting a soufflé is not the same thing as making a pie—they require different techniques. And besides, effect and not method is the business of criticism.

The author's most culpable error, from another point of view, is that he is not true to Boston. One of the leading characters is a Grande Dame from Beacon Street. Her daughter wishes to marry a man of no "family"—in the mother's sense. The girl, being betrothed to a Grant of Boston and thus proving, according to the demi-goddess of America's Athens, that all's right in the world, slashes Mrs. Windrew's Scheme of Things in two places: she would break her engagement to the scion of a socially great line, and she would wed a "nobody." "People don't do such things!" At the close of the second act it is revealed that Spencer Grant has had an affair with a notorious actress. Naturally, the Grande Dame is horrified, but, after the first shock, the Boston that is (Continued on page 100)



A wedding in Scotch kilts on Long Island



FOTOGRAMS

At the picturesque wedding of Miss Anita L. Shields and Captain Alasdair Maclean, of the Isle of Mull, in Mr. and Mrs. Robert L. Clarkson's garden, bagpipes skirled as the bridal party marched down the carpeted path—the bride in an Empire tulle dress with big puffed sleeves, the groom and his best man in the full dress levee uniform of their regiment, the Cameron Highlanders. The guests supped under blue-and-white umbrellas on the terrace and danced in the garden. Miss Shields is the daughter of Mr. and Mrs. Peter Shields, of Philadelphia, and sister of Mrs. Robert Livingston Clarkson



LANVIN—SAKS-FIFTH AVENUE • LANVIN—ALTMAN

From a Preraphaelite palette

Here is the colour that made a sensation at Lanvin's winter collection—Raphaël-blue, in four different tones, brought right up to the throat in the new manner, making this serene crêpe evening dress, "Raphaël," suddenly arresting in a new and typically Lanvin way

A cherry-pink that becomes extra-becoming under electric light; the new neck-line built up high in front and hanging loose in a capuchin drapery over a back that is bare to the waist save for crossed straps—these are new points on "Astarté," of crêpe marocain



MAGGY ROUFF—JAY-THORPE • MIRANDE—JAY-THORPE • LUCILE PARAY—BENDEL

The dinner-dress grows more invaluable

Simple in effect, but rich in material—"Bosphore," a velvet dress of the kind you love to wear when guests drop in to dinner. The front involves itself interestingly with the sash

The dropped shoulder-line in a bagheera dress, "Cocktail," with ribbon strips of peau d'ange braided together and stitched, the ends making a fringe that falls to the elbows

A rich dark brown or some other dark shade is recommended for this lace dinner-dress, "Bonne Aventure," with velvet ribbon covering the shoulders and serving as an effective trimming



MATTIE EDWARDS HEWITT

REDECORATION

in Mrs. Bodrero Macy's apartment

THIS New York apartment, recently redecorated by Jones and Erwin, is a mine of ideas for those who don't want to send all their old furniture to auctions and yet crave the fresh, twentieth-century look. In the sand-and-beige living-room shown above, the old curtains came down and shiny satin with an opulent drapery jaboted in moire went up. The Directoire chairs were done up in diamond-shaped patches of the satin and moire sewed together, harlequin fashion. That elaborate reddish-gold Chinese carving that every one bought a decade or two ago was cut down to two very simple arrangements and patined in the several tones of pink and beige of the room to flank the stark plain mirror over the mantel, shown in the photograph at the left.



Two of the dining-room walls were mirrored, the others hung with aquamarine sateen, and the worn leather on the chairs painted with aquamarine paint, with an antique crackle; a plum carpet

The bedroom was painted pink, grey satin used for curtains, the dressing-table done in grey fringe, lit from a trough of light. The bed was done in quilted taffeta, from Mrs. Macy's collection of old stuffs



MATTIE EDWARDS HEWITT



MAINBOCHER MODELS FROM BONWIT TELLER

Dropped shoulders

Here is the new low-down on shoulders—they drop down the arms, while the sleeve puffs out around the elbow. Mainbocher's "887," of velvet, shows this cut. The skirt is slashed to the knees

Another shoulder dropping to a new low, with mammoth puffed sleeves attached to a tiny bolero that fastens high above the Empire waist. It's "862," made of crêpe mongol in a vivid new zinnia



PATOU—BENDEL • PATOU—PEGGY HOYT • PATOU

Patou shows three lengths of wraps, each emphasizing his new low waist. This, "Fablian," of crinkled velvet called velours paysan, is beaver trimmed, of all things, rose-zinnia over a rose-zinnia dress

Another zinnia shade called mordoré. The three-quarters velvet coat has its dropped shoulder-line emphasized by the narrow sable collar and huge cuffs. The dress of "Acajou" is moyen-âge in line

See how Patou has accented the low waist of "Romance," a long coat of zinnia-blue Lyons velvet, by blousing the coat about the hips. An almost Elizabethan ruche of velvet with a huge bow replaces a collar



WHAT'S TRUE FOR DAYTIME

Those irrepressible sleeves

NOT since the original leg-o'-mutton have we had such an outburst of sleeves. Above are four examples. The first, with deep shoulder pleats, is on Jane Régný's "Quatre Saisons," of green ribbed wool; Bonwit Teller. Next, you see elbow width on Bruyère's "Pyramides," of brown croquignolle. Then the sliding shoulder-line of Bruyère's "Saïda," of black croquignolle; Frances Clyne. And, finally, dramatic red velvet puffs on Maggy Rouff's white silk dress, "Surprise Party"; Russeks

Waist-line rise and fall

AND where will you have your waist-line—at midrib, hips, or its natural place? Right, Schiaparelli's midrib line, marked off by a brown wool gilet-scarf on "431," of mustard wool; Mrs. Franklin, Inc. Then Schiaparelli's "454," with two brown belts giving a double line on the red tweed jacket worn with a brown jersey skirt. The third is Patou's low line, on "Ménestrel," of almond-green crêpe; Peggy Hoyt. The last, a natural line on Lyolène's "1086," of violet crêpe; Bonwit Teller



Right up to the chin by day

EVERYWHERE, there's a new movement up to the throat—in collars, scarfs, or the dress itself. The three examples at the left are Schiaparelli's "407," a slate-grey satin-jersey dress with a cabbage-red satin-jersey scarf and a sash to match; from Lord and Taylor. Louiseboulanger's "20," a beige-and-brown striped woollen jacket buttoned up to the throat and worn with a plain brown woollen skirt; Bendel. Goupy's "Solitaire," a brown woollen coat-dress trimmed with snow-powdered brown astrakhan. On this, the scarf is slung high across the chest, with the fur brushing the chin—one of the many tricks by which this all-important choked look is achieved; Mme. Jeanne, Inc.



IS ALSO TRUE FOR EVENING



Sleeves bloom even at night

SLEEVES for evening are now here. Above you'll see—first, Redfern's lamp-shade sleeves, cut in one with "Réminiscence," a dinner-dress of violet velvet. Next comes a mink-bordered cape that serves for sleeves on Lucile Paray's "On en parle," of heavy red artificial satin; Bendel. Pleated sleeves emanate from Chantal's ivory satin dress, "Diane"; Saks-Fifth Avenue. You can call the frills on Lucile Paray's "Frou-frou" sleeves or not. They're of velvet and ermine on a black velvet dress

The waist-line's evening act

CHOOSE one waist-line and stick to it—or choose one for day and one for night. Patou uses a natural line on the black crêpe dress, "My Love," at the far left; Bendel. Next is Patou's moyen-âge line on a red paysan velvet dress, "Sortilège"; Bergdorf Goodman. Then there's Augustabernard's double waist-line on "No. 1," of pervenche-blue crêpe marlène; Thurn. Lastly, Mainbocher's Empire evening line is put over by a girdle under the bosom, on a black satin dress "841"; Hattie Carnegie

Up to the throat after dark

AS astonishing as the way clothes mount to your chin by day is the way they mount to your throat by night. It's smart and new to cover, not only your shoulders, but your chest. For all its bathing-strap décolletage in back, Lanvin's fuchsia crêpe dress, "Djénane" (first at the right) has a bodice that reaches up to the throat in front; from Bendel. A shell-pink pailleté cape covers all of you but one arm on Louiseboulanger's diluted pink crêpe façonné dress, "76." And, at the extreme right, midnight-blue tulle gives a high-necked look to the bodice of Lucien Lelong's midnight-blue crêpe dress, "Irilis," trimmed with a dashing border of coq feathers; from Frances Clyde





SCHIAPARELLI MODELS FROM SAKS-FIFTH AVENUE • BERGDORF GOODMAN • BEST

Schiaparelli's queer autumn shades

Cabbage-red, hyacinth-blue, yellow, and brown—these are the colours that run through Schiaparelli's day collection. Above, is a wool jacket, "417," with raglan shoulders, a clipped waist, and peplum-panel; and a grey silk blouse and wool skirt, forming "437"

Wool plaid checks on a silk crépon ground—crinkled blue satin ribbon around the edge of the short jacket—this is "424," one of the smartest suits of the year. The leather belt marks a high waist-line. The knitted caps on this page are Schiaparelli's, too

It looks like a suit, but it's really a coat-dress, this fantasy jersey model, "430." The blouse, of dull ribbed silk jersey, ties high at the neck and extends to the knees. The mammoth pin-seal "holster" belt fastens with dagger clips, clamped down into their sheaths



LANVIN MODELS FROM NELSON-HICKSON • BENDEL • SAKS-FIFTH AVENUE

Jeanne Lanvin's serene new colours

A new shade of beige for an almost severely plain woollen coat, "Gringoire," with only a patch of *nervures* (cording, in plain English) on each pocket and bulgy sleeve. The wide beaver collar makes the light coloured coat look properly cosy for autumn

Look twice at this wool dress, "Symphonie," for it is prophetic—in its colour, its becoming high neck, and particularly in its sleeves. The latter are of good solid velvet, organ pleated into the shoulders and just below the elbows—startling, yes, but extremely effective

Every one is talking about this colour scheme: a beige woollen dress, "Dominicaine," with a pale blue woollen top, encrusted in front and loose like a cape in back, and looking like a high-necked bertha. This was designed to go under the coat at the extreme left



HOYNINGEN-HUENÉ, PARIS

MISS VIRGINIA THAW

She wears her clothes with great style; she is the daughter of Mr. and Mrs. William Thaw, third; she was in Paris at the beginning of the summer and in Southampton at the end; she bears a striking resemblance to her chic aunt, Mrs. T. Markoe Robertson, and here she is wearing a J. Suzanne Talbot hat and a printed dress from "Toute Prête," her mother's shop

ALMS AND THE WOMAN

By Henrietta Ripperger

NO one is more hard-working than the contemporary smart woman.

Fifty years ago, she would have distributed a few baskets of food to the poor and called it a day. Now, she must help to raise thousands of dollars for charity, do a great deal of executive work, consider harassing questions of policy, and call it only a fraction of a day that includes, also, golf, a visit to the hair-dresser, perhaps tea for two, dinner with those charming people, and seats in the fifth row centre for the newest and most amusing play in town.

How does she do it? The answer is that she has qualified to be a board or committee member just as definitely as she has qualified for the golf team. The day of the dub is past, and she knows it. She realizes that she can not be an inefficient board member any more than she can "get by" with a poor game of bridge, ladylike tennis, or dancing without at least annual instruction in the new steps. Her world sets certain standards. Her efficiency, like her figure, is the result of hard work, and, like it, is almost a class mark.

Her technique is worth a little study. This winter is going to see an increasing demand made on us by organizations. The "Sabin women" are working harder than ever for the repeal of prohibition. The Junior League is preparing volunteer courses in which the débutante may learn the problems of her city, under a trained charity worker. The League of Women Voters is busy gathering data for unemployment relief bills. The Y. W. C. A. has more girls than ever out of jobs, looking to the Y. as their best friend. Colleges and private schools must provide additional

scholarships if they are to carry many of their old students on. Museums, City Clubs, societies that promote the arts, all these are faced with dwindling memberships and fees. Unemployment relief-work will grow. There will be cries for help from each of these quarters.

One can get technique and skill in only one way, and that is by working for them. The Provisional Members of the Junior League in New York are carefully sifted to find what their interests are. If they have a flair for social work, they

may enter courses for volunteers under Miss Tousley at the Charity Organization Society, and must be on hand sixteen hours a week with their little note-books and pencils. Don't imagine that they are merely milling up and down tenement stairs visiting the poor. Occasionally, yes, but only when family visiting is the occupation of the worker who has them in tow. By asking questions, working, reading, and seeing, they are covering one type of social problem, so that later on, when they go on "Boards," they can speak with knowledge. Picked groups of college girls also come to the C. O. S. for a month's course. All these girls are young and eager to be shown. It is a little harder for an older woman, entering a field for the first time, to bring herself to serve an apprenticeship in the unimportant capacity open to a beginner. But if she has the modern spirit, she takes the minor office, the fag's end of committee work until she has learned it. Hard work, but it keeps her mind young, alert, just as exercise keeps her body supple.

When she thoroughly understands the problems ahead of her, she attacks them in the simplest way. She is not having too much organization. (Most things are over-organized.) She sees to it that the aim of the organization is understood, is put before every one in it. If she did not, much of the heat of enthusiasm aroused would go up the chimney.

A clever organizer has learned to put a cause over. She knows how to use different types. The born promoter may fade at the end of a month, but she has served a useful purpose in getting people out and interested; she has given her best. Another may have endless patience and do any amount of detail work, but will not accept responsibility. Under a good head, she is above price. Some women are useful because their names carry prestige. Some women simply make the wheels go smoothly around, and what a blessing they are! They are all powder to the organizer's guns.

She knows how to handle a meeting. She presides with wit. She rallies her fellow-committee members. She cheers on the rather care-worn professional attached to every good cause. She wangles the men. She has written to every member stating the purpose of the meeting, and she listens to the opinions of each. At the close, she sums them up and crystallizes the will of the group. With nonchalance, good humour, and just a suggestion of swagger, she puts the cause over. It is all-important to her at the moment. She has paid tribute to its (Continued on page 82)



SHE PUTS OVER A CHARITY EXHIBITION



Turn to page 80 for back views

Above, in two views, is an exciting silk crêpe dress-and-jacket ensemble, No. 201. Observe the jacket with fronts turned back and faced to contrast—like a nun's collar. Designed for sizes 14 to 20; 32 to 38

That high neck-line growing out of a yoke, those wide shoulders exaggerated by fur, and that new fabric, broadcloth—three good reasons for the chic of this evening coat, No. 200. Designed for sizes 34 to 40

Right up to the base of your throat goes the neck-line of this princess dress, No. 204, but the back is low. The draped low armhole is something else to note on this satin dress. Designed for sizes 32 to 40



COUTURIER DESIGNS

Everything about this jersey suit, No. 203, is new—the high, choked neck-lines on blouse and jacket, the large armholes, the centre-buttoning, and the straighter skirt. Designed for sizes 14 to 20; 32 to 38

It looks like a bolero suit, and it gives you a gorgeous figure—this coat, No. 202, with a gilet of flat fur and lapels that you can button up or turn back. This is designed for sizes 14 to 20; 32 to 38

Broadcloth as fine and supple as crêpe, a velvet sash, a bodice draped into a capuchin point, the same drapery on the sleeves—No. 199 is a dress with tremendous distinction. Designed for sizes 34 to 40

with a future

A PRIMER FOR THE HOSTESS

Beautiful rites

and horrible wrongs



OBERVE above (at the left) that unhappy phenomenon—the beruffled lamb chop. All dressed up with a frilly paper cap—for all the world like a circus poodle on parade. Pity the good guest faced with the dilemma of deciding whether it is something to eat or to take home as a souvenir. And why ever frills on a chop?—one mutters restlessly, automatically consigning the query to that unanswered realm that numbers also the one about crocheted lace nut cups. Let us turn with relief to the restful sight of a smart and correct platter of succulent chops, perfectly cooked and lying in a neat little row, sanely unadorned save by a chaste border of June peas.



DRAMATICALLY depicted at the extreme upper left is the wrong—the utterly, the abysmally wrong way to serve a grapefruit. You begin by first hacking the unsuspecting fruit along the edge until you have achieved a sort of whiskered effect. Then, you pick out a design with cherries in red and poisonous green. Finally, you put the whole thing on a slippery lace-paper doily. The lady in the picture, practically swooning over the effect she has achieved in grapefruit *Kultur*, would never see the charm of the right way to serve it—with a dark, shining grape leaf as a background for the yellow circle of the fruit, left just as Nature made it, except for the fact that each section is loosened from its moorings.

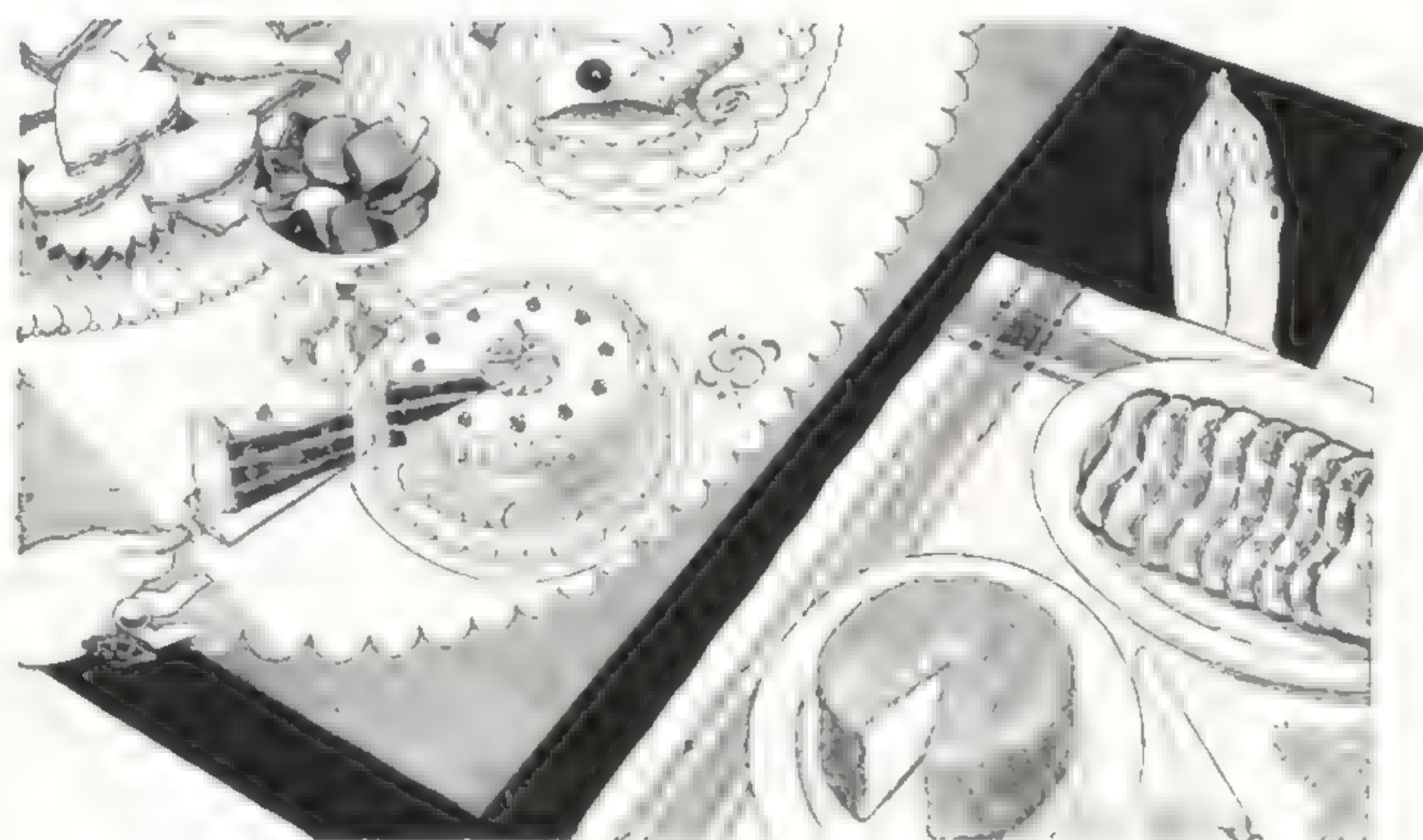
FRAMED in her niche, a thing apart, is the peerless paragon, the Well-Dressed Maid. From the cool grey of her uniform to the trim organdie band that is her cap, she bespeaks efficiency, discretion. Facing her in a fluffy-ruffles travesty, complete with form-fitting uniform and musical comedy dust-broom (and a cap—but what a cap!) appears to the life the incorrectly dressed maid—the prototype of all the maids who are perpetually surprised in the act of kissing the husband—a telltale illustration of the unfortunate taste of her mistress.

DIRECTLY below are two examples of what we mean when we say just desserts. At the right, a discriminating hostess has provided a compote of fresh fruits, chilled on ice and blessed with kirsch, basking beneath the benign approval of the epicure on the pedestal. At the left is another dessert—a perfect example of bad form in sweets. This is a brain child of the hostess, whose imagination soars to the hotel dining-room and whose literature includes all the homy magazines. Flowering forth from something known as a “sherbet cup,” this confection embraces chocolate ice-cream, syrup, lady-fingers, and (as described in the cookery books) is “topped with a swirl of whipped cream and crowned with a cherry.”



ABOVE, at the right, is the epitome of perfect salads—a crisp bouquet of greens with a superlative French dressing, served up in a wooden bowl. At the left is a nightmare—designated on some menus as a Tomato Surprise. The tomato (complete with skin) holds a sodden mixture of chicken. The little things sticking up in the mayonnaise are Japanese pine nuts or grains of puffed rice. But worry no more about this! It will melt immediately from sight beneath the demoniacal glare of the irate gentleman to whom it has just been proffered.

LEST you think that the first display in the sketch shown at the right is a section from the Pastry Cooks' 1932 Exhibition, let us hasten to explain that this—unsophisticated and fussy though it is—represents what some hostesses fondly consider the perfect accompaniment for a cup of tea. The layer cake, topped and turreted with icing, the little sandwiches in tortuous shapes, the cookies in hearts and spades (ever a favourite motif with this type of hostess), the bonbons, the God-knows-whats—all, all will greet you at the house where tea means a party instead of half-past four in the afternoon. No one will blame you if, bidding your adieux, you quietly leave to drink a correctly served cup of tea at home, where you can have a paper-thin slice of bread and butter, with perhaps, a slice of plain cake—the smartest of all tea-time accompaniments. Not only will tea be a pleasure, but you will spoil neither your dinner nor figure.





MRS. WALTER MAYNARD



MISS ELIZABETH A. BLISS

Miss Elizabeth A. Bliss is the daughter of Mr. and Mrs. Cornelius N. Bliss, a child of very distinguished parents, with a charming personality of her own. She loves riding, spends much of every summer on the family's famous ranch out West, and frequently hunts with the Orange County Hunt in Virginia. She is extremely fond of music, and, not long ago, she made the Munich-Salzburg festival giro with her friend, the former Lily Cushing Clark, who became, in the course of last summer, Mrs. William Temple Emmet

Mrs. Walter Maynard, a recent bride, was Miss Eileen Burden, a daughter of Mrs. Guy Fairfax Cary. She has lovely eyes, a lovely figure, and a delicious sense of humour, and she dresses with great flair. She married, in the course of the past summer, the son of Mrs. Walter E. Maynard, who has been her next-door neighbour for several years. The bride and groom went to Europe on their honeymoon, and, since their return in the early autumn, they have been living in a very charming house out on Long Island

GALLERY OF BEAUTY



MRS. DUNBAR W. BOSTWICK

Mrs. Dunbar Bostwick was Miss Electra Webb, a daughter of Mr. and Mrs. James Watson Webb and one of the most beautiful brides of the summer. She plays a very good game of tennis, rides well, and hunts so enthusiastically that, the year before last, in the Master's absence, she was acting Master of the Shelburne hounds, at Shelburne, Vermont, where she and her husband are living in an old house on her parent's beautiful place. Mr. Bostwick is an athlete, of polo and hockey fame, strung with laurels from Yale



Mrs. Elbridge Gerry, second, was Miss Marjorie Y. Kane, the daughter of Mr. and Mrs. John P. Kane, who have a beautiful place near Piping Rock Club on Long Island. She is little and feminine and lovely looking. Her husband is one of the best of the younger polo players. He was Captain of the Harvard Polo team in one of its most brilliant epochs. Mr. and Mrs. Gerry have taken the L. Henry Alexandres' place at Glen Head, Long Island, and they are now planning to stay in the country all through the coming winter

PHOTOGRAPHS BY CECIL BEATON

MRS. ELBRIDGE T. GERRY, SECOND

**Velvet from
two to two**



We've had black chiffon velvet and white lace before, but Lucile Paray makes them look brand-new in "Gaby Morlay" (left). The lace gives accent to the little puffed sleeves; from Jay-Thorp

The rich, deep shades (or, of course, black) are the smartest in velvet—shades like the copper colour used for Lucien Lelong's "Taty." It is trimmed with bands of sable; from Stein and Blaine

Maggy Rouff calls this dress "6 à 10," after the hours when it's smartest to wear it. Twisted satin ribbons in rose and green are enclosed in the bodice drapery. It's of black velvet; Bergdorf Goodman



If it isn't black, it's a deep, rich shade

There's something regal about a velvet and sable dress. On this one, Worth's "Casino de Paris," sable makes the shoulder-straps, and the new crinkled velours paysan forms a sheath of sable-brown; Rose Amado

Black Lyons velvet, this time brightened by stiffened pinwheels of red striped velvet. One replaces a flower at the waist-line of Chéruit's lovely "207"; the other flares out from one shoulder; from Bergdorf Goodman

Mirande named this dress "Antinea," after the heroine of Pabst's glamorous version of "L'Atlantide." It is of black bagheera, with twisted shoulder-straps, a strass belt, and a shawl with a heavy fringe; Thurn



CHÉRUIT



HEIM—HATTIE CARNEGIE



LOUISEBOULANGER—BENDEL

HOYNINGEN-HUENÉ, PARIS

Three of the luxurious type

• Florentine in inspiration, modern in conception, is Chéruit's golden lamé wrap, at the upper left, worn here by Princess Eristov. Surprising shirred pinwheels go over the shoulders, topping the big, full sleeves and brushing against the luxurious sable collar

• "The capelet goes into winter" should be the title of the picture above—for here is the short cape that was smart this summer, planned for use on winter nights. It's "710," made of mink, in conjunction with a flat-ribbed brown velvet dress, "664," and it manages to make one look incredibly slender. It's held on by a bib-jacket that is high at the neck and is snug at the waist

• Lined and edged with bands of dark brown sable-sides, Louiseboulanger's lamé wrap in antique-red and gold, "153" (left), does what's expected of it—it keeps you warm as toast and looks both smart and charming. Snuggle it around you, and it will automatically drape itself into the most luxuriously becoming lines, all around and up and down. This is the kind of wrap that is endlessly useful, because you can wear it with practically anything



MAGGY ROUFF

HOYNINGEN-HUENÉ, PARIS

Velvet, inside and out, in luscious pale turquoise-blue, a mink horseshoe collar to frame your face, many soft folds, intricate horizontal draping, and full, tucked sleeves—these are all the details that make “Morinetta” a beautiful and dramatic evening ensemble. The dress, high in back and low in front, has its fulness concentrated in front. Dress from Bergdorf Goodman

A coat for a grand entrance



STEICHEN.

SCHIAPARELLI—HATTIE CARNEGIE

Miss Crawford of Hollywood

Vogue photographed Joan Crawford in New York, en route from Paris to Hollywood, in her new Schiaparelli clothes. This black velvet evening wrap has exaggerated bulk at the top, and, wearing it, Miss Crawford assumes her most ambiguous look. She is now making "Lost," with Jackie Cooper



SCHIAPARELLI—HATTIE CARNEGIE

STEICHEN

This is one of Schiaparelli's typically extraordinary combinations—a dark hyacinth-blue lacy knitted woollen dress with a jacket of heavy matelassé crêpe in white and heliotrope. It is not too big for her—it is meant to look that way. The modern glass chair is a new idea in decoration; from Colwell

Back with the spoils of Paris



HORST

CRÊPE DRESS, \$29.50 • VELVET DRESS, \$49.50 (DESCRIPTIONS ON OPPOSITE PAGE)

THE SMART
ECONOMIES

1

FOR FURTHER DIRECTIONS
SEE GIVEN ON PAGE 67

Vogue's Portfolio of Smart Economies

How to purchase

All of the models shown in this economy portfolio—those on the opposite page, as well as those on the ensuing three pages—may be purchased in various New York shops and in other shops throughout the United States. If you have any difficulty in finding them, write to Vogue, 420 Lexington Avenue, New York, and we shall be glad to give you an address in your locality where they are available. Be sure to state exactly which model you are interested in and enclose a stamped envelope. If you live in a small town, we would appreciate your giving us the name of the shopping centre that is nearest to you

At the left on the opposite page is an unbeatable dress to wear in the afternoon, at tea, or for Sunday lunching. Ornamental, but not fancy, it appears in the most luscious new shades—blue-violet, mandarin, parrot-green, red, grey, and bright blue. Nothing save a flower in a deeper shade trims it. The crêpe is of beautiful quality, and you know how important those sleeves are. It's \$29.50

Velvet and lace—one of the most flattering alliances in the world—accounts for the chic of the dress at the right on the opposite page. The velvet is of a quality practically immune to crushing, the lace is of Venise type and falls in a soft scarf about the neck. Even the pin on this dress is good—a rhinestone and emerald one you could proudly wear on other things. This is available in black, brown, red, or dark green; \$49.50

MAYBE you would like to know just what went on in our minds when we picked the dresses in this economy portfolio—just exactly why we hold these eleven dresses to be such phenomena in the way of sound, smart economy.

It's the middle of October—so our mental processes began—, and in no time you'll be scuttling in out of the cold to take your amusement indoors, so what every woman wants are afternoon clothes, semi-demi dresses, evening things.

Now, picking a good afternoon dress is no child's play. Too many people prefer the over-ornamented, frilly type, all laden with bows and fancy-fancies. So—as we combed the city—we kept our eagle eye out for that rare much-to-be-desired something called elegance. And out of thousands we sifted the two opposite. The mouth-watering colours of the one at the left moved us first. Its good goods, its sleeves, its ribs were other points in its favour. But what clinched our decision was that here was really superb simplicity—the kind you usually pay a fortune for—at only \$29.50. The velvet and lace dress survived our withering criticism because it is so ladylike, because nothing can be kinder than velvet and lace, and because the fabrics, again, are so good.

Next, we put our undivided attention on the older woman. A woman in her forties or fifties or sixties, with not much in her purse, faces a real problem in buying inexpensive clothes. She can't carry off any little rag as a young girl can. She must have good fabrics, good lines, and constructive flattery in her clothes. And the dresses we elected for her (on the following two pages) unquestionably have those qualities. There is nothing tricky about them, and they'll probably look as well next season as this. Yet, they have the best points of current fashion. The cape on the lace dress is a good transforming stunt—toning down the formality of the décolletage. And do observe especially the white shirred velvet vest on the velvet dress—a splendid model for afternoons or for all you clubwomen who speak publicly now and then. The other three dresses are all good informal day clothes—the two-piece wool one because it's easy to adjust.

When it comes to evening clothes—our theory is this. The very young girl doesn't need to sink her all into one or two Great Dresses. She wants variety, and that white satin dress at \$16.50 on page 70 is fresh and gay and impression-making. The Vionnet evening dress of velvet is almost a carbon copy of a dress by the immortal Vionnet, and you'll feel like the best-dressed woman in the room in it. The third dress of classic sheer crêpe, was elected because it combines two colours, because a woman of almost any age can wear it, and because it is cut with consummate skill.



This dress is cut to conceal every possible human frailty. The bodice is soft and draped; the sleeves cover the top of the arms becomingly; the cut-steel buckles are simple, but good; and the colours of the crêpe Rubicon are unusual—green, a nice grey, violet, black, and others. It's \$39.50

A dinner-dress which is chic enough for a big party and yet simple enough for dinner with a few friends. It is made of black silk lace, with a separate cape fastened by a green velvet tie. Picture it also in brown with a mandarin-red tie, or in white with a green tie; \$49.50

There is nothing in this weary world quite so becoming, quite so intoxicating, quite so appealing to men as a black velvet dress. This one, with a shirred white velvet collar and front, is cut very simply. It suggests Sunday luncheons, matinées, concerts, and bridge; \$39.50

In Larger Sizes



A dress of sheer black crêpe with inserts of black satin, good as to cut, excellent as to material, delirious as to sleeves—the kind of a dress that fills the bill for luncheons, for after bridge, for dinner in the city, and for informal theatre-going. Also in various colours; \$29.50

A new stunt in reversing materials. Here, a rough crêpe satin is used with the dull side out on the skirt and the shiny side out on yoke and sleeves. The sheen and the contrasting scarf cast a flattering light. The metal clip is chic. In black and white and in other combinations; \$29.50

A smart and youthful dress of the new rabbit's-hair in a warm, rich wine colour with a scarf of nude coloured crêpe de Chine. It is a two-piece model, and it fits beautifully. Once in it, you feel like staying there. You may also have it in brown, green, or black. The price is \$19.75

VOGUE'S SMART
ECONOMIES

4

PURCHASING DIRECTIONS
ARE GIVEN ON PAGE 12



It's made of that new-looking crinkly satin, and its neck-line is high, high in front and low, low in back. If you choose white—nothing could be smarter—the rhinestone buckle has green stones, and your bag and slippers might be green, too. Also in black, blue, or rose-pink; \$16.50

This two-toned dinner-gown of scarpa crêpe is not too formal—which means that you can wear it on lots of occasions. The dark lower section is practical, too, especially if you wear slippers to match. In such combinations as black and white or brown and tea-rose; \$29.50

Velvet in a vivid shade is one of the smartest things you can have for evening. This excellent copy of a Vionnet model, in the new dull velvet, has a black satin teddy that shows under the arms. It's a good idea to repeat the black in your slippers. In black, red, green, or blue; \$49.50



HORST



The GOSPELS OF BEAUTY

No. XX. Or what have you?

SHE IS A dull girl, these days, who thinks that her dash after beauty begins or ends in the cold-cream jar. For what the Bright Minds of the beauty world have thought up for us to do to become visions of pulchritude puts an Arabian Night in the amateur class; whereas the mechanisms for doing them make a dynamo seem a simple little structure by comparison.

Is it that your hair lacks lustre and life? It hasn't been vaporized—that's why! Vaporizing, be it known, is one of the neatest tricks of the season. For, once your head is fitted into a helmet like a robot's, not only are ultra-violet rays immediately put to work at sending vitamins into your hair and scalp, but a medicated vapor is made to rise up around your head, a vapor simply saturated with the very vitalizing ingredients that your scalp is crying out loud for. You can call this a scalp treatment, if you want to, but would you want to, when you can say that you are having a medicated vaporizing instead?

Or, is it that the face is not, perhaps, of fabled fairness? Then, oddly enough, you can go and have it painted completely black with a pomade that takes off—but gently, but imperceptibly!—the old, tired-out surface of the skin that has been getting such hard usage all these years. (Yes, this can be done at home, too, if you feel that way about it.) Or, perhaps it is the little demon blackhead that threatens the joy of living. In one *salon de beauté*, you stick your face into a cylinder which is gradually filled with thick, antiseptic steam. The whole thing looks like something worked out by Joe Cook, but there is no funny business in the way such a procedure helps the complexion on its way to clarity. In another treatment, tiny glass vacuum tubes are put to work on blemishes, while still another beauty impresario irons out wrinkles with smooth little glass irons that are charged with electricity.

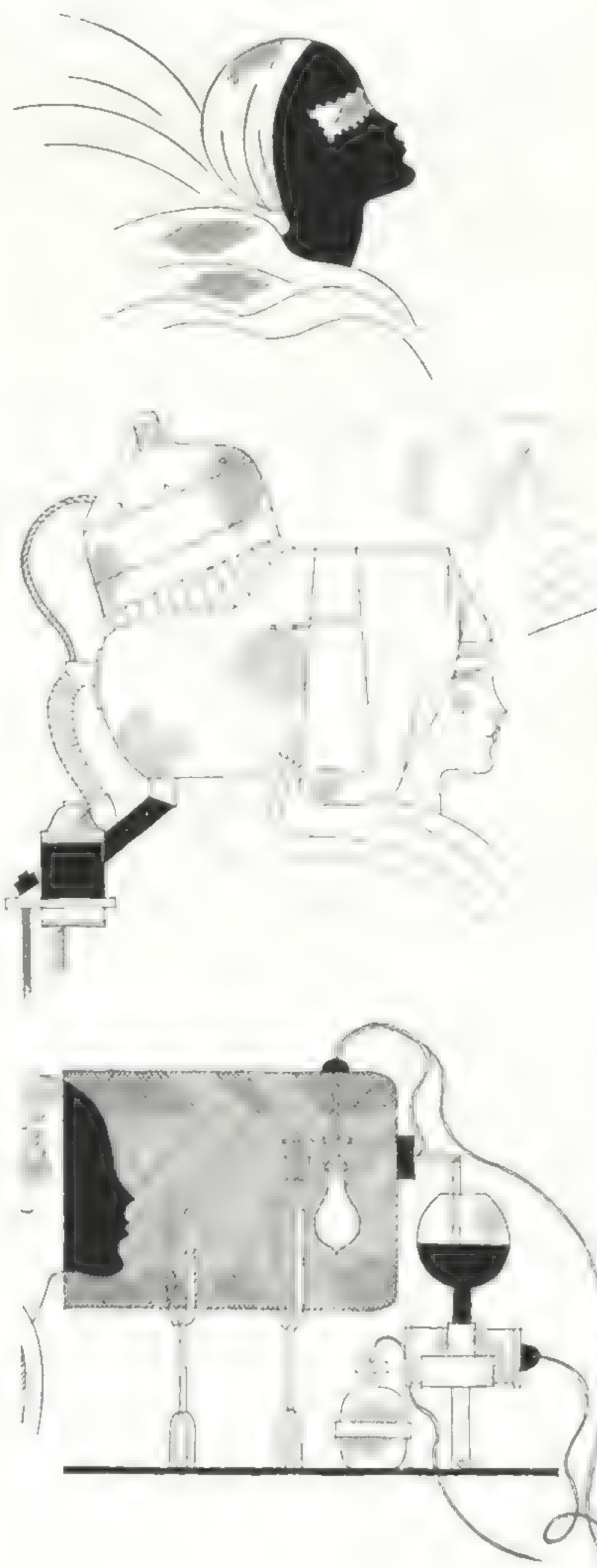
Or it is, perhaps, the extra bit of poundage that remains a too, too solid part of you? Then, for you, the hose! Not the garden variety, but the kind that

flourishes in reducing places. There are you, defenceless, practically up against the tiled wall, with a vast stream of water rushing at you. "Seventy pounds of pressure I have here," boasts the attendant, demonstrating its full force upon your *derrière*, from whence the pounds, be assured, will shortly be leaving. Then, too, there is the blanket reducer. Worn down with exercise, you creep quietly into your designated cot to rest, wrapped snug in a blanket. But what a blanket! Hotter and hotter it grows (by virtue of electricity), until perspiration is cascading from your pores. Or, perhaps you would rather just take an old-fashioned beating from one of those energetic ladies who may leave you a little black and blue—but beats down the pounds, as advertised?

Epilation—there's a dramatic one! But don't take "full leg, madame?" as a personal comment. It only means, in more formal wording, do you want the superfluous hair banished from the full length of your legs? There you sit, covered up with a rubber sheet, while strips of something that went on as liquid, but comes off as wax, are whisked off, taking all the hair you don't want with them.

Bee-utiful eyelashes, added one by one, or put on in strips. Eyebrows tinted to order. Hands peeled of their old skin as of old gloves. Masks made out of strawberries; out of electrodes; out of mud. Nails tinted platinum. Grey hair restored to its natural colour—what more do you want? Whatever it is, you'll probably find it!

Vogue will be delighted to supply the names and addresses of the places where any of these treatments are to be had, upon receipt of a stamped, self-addressed envelope. Please specify those about which you wish information. Address Vogue's Beauty Editor, Graybar Building, 420 Lexington Avenue, N. Y. C.



Reading from the top down, you see depicted four dramatic moments in the beauty life of a modern woman. Epilation—the banishing of superfluous hair. Pomade noir—the black masque for a white skin. Vaporizing—the medicated scalp treatment with vitamins. And the magic lantern—an antiseptic steaming to glorify the complexion



BACK VIEWS ARE SHOWN ON PAGE 78

DESIGNS FOR PRACTICAL DRESSMAKING

FROCK No. S3600—Interesting seams and a higher cowl neck put across this satin dress. Designed for sizes 34 to 42

FROCK No. 6152—A wrapped dress of rough crêpe with dart tucks on skirt and sleeves. Designed for sizes 32 to 40

COAT No. 6154—The scarf gives the new choked neck to this woolcoat; leg-o'-mutton sleeves. Designed for sizes 32 to 40

FROCK No. 6151—Of sheer wool, this dress has entire sleeves of velvet—either short or long. Designed for sizes 34 to 46

FROCK No. 6149—A semi-sheer crêpe tunic tops a skirt. The sleeves are finished on elastic. Designed for sizes 32 to 42

Patterns may be purchased from any shop selling Vogue patterns, or by mail, postage prepaid, from Vogue Pattern Service, Greenwich, Connecticut; 1196 The Merchandise Mart, Chicago, Illinois; or 523 Mission Street, San Francisco, California; in Canada, 70 Bond Street, Toronto, Ontario. Prices of patterns are given on page 21

Distingue!



EAT SOUP AND KEEP WELL

There is no table that would not be graced by this delicious Asparagus Soup, from Campbell's famous kitchens. It not only captures the lush richness and daintiness of that springtime favorite, but it does so with the French soup chef's subtle touch. Its selection is a tribute to a discerning hostess. And for Cream of Asparagus that ingratiates and completely satisfies, the label gives the easy directions. Either way you elect to have it, this is a soup of the highest culinary distinction.

LOOK FOR THE
RED-AND-WHITE LABEL

21 kinds to
choose from

Asparagus
Bean
Beef
Bouillon
Celery
Chicken
Chicken-Gumbo
Clam Chowder
Consommé
Julienne
Mock Turtle
Mulligatawny
Mutton
Ox Tail
Pea
Pepper Pot
Printanier
Tomato
Tomato-Okra
Vegetable
Vegetable-Beef
Vermicelli-Tomato



MEAL-PLANNING IS EASIER WITH DAILY CHOICES FROM CAMPBELL'S 21 SOUPS

Shop-hound



Tips on the shop market

A QUESTION much in dispute at dinner-tables from the North Cape to Panama is whether the atmosphere of the British Isles really does or does not breed longer hair on both its children

and its sheep than any other nursery-pasture in the world. Be that as it may, Best's new collection of suits and coats made from tweed of the Shetland Isles seems to be of better tweeds than anything I have flicked an eye over. The tweeds are hand-loomed by the Shetland crofters (cottagers to you) and are made not only in lovely, plain, foggy shades, but also in plaids, such as brown with a black check, and a brown-black-white-and-pale-blue plaid. All these have a sort of downy fuzz or bloom on the surface that is very appealing. They are tailored into ageless classic models—a Glengarry cape coat, a Chanel-ish coat with revers, slightly fitted, and ideal country suits, with horn buttons and hand-made buttonholes. The seams of all are carefully overcast, the coats of the suits are unlined so that you can wear a Shetland sweater underneath without looking like an old bundle, and they are all to be had in sizes beginning at a small 14. And not so expensive, either, my girl. Also at Best's, you get the famous Shetland sweaters, cheaper than they used to be, and hats by Dunlap, made of tweed to match the suits, which means a man's hatter's job.

- Either you have, or you just haven't, that psychic something that makes you know a good dress when you see one. There are no two ways about it—it's a gift of the gods, like an eye for colour or a face for poker. Well, there's a woman who has a shop on Madison Avenue, Madame Rhoda, who, in my opinion, has it if ever any one did. For one thing, she's a great believer in the new, dull, heavy, pebbly crêpes—on which I'm betting heavily myself—and she has an evening dress of this white bumpy crêpe that is all mortal woman could ask for. The

dress is matchless in fit, and a tiny jacket ties in front on your bosom and is colored lusciously with mink. Also of this dull pebbly crêpe, this time in black, is a semi-formal outfit that is a perfect answer to almost everything—dinner, movie, Sunday night, late afternoon, and so forth. The jacket and the lower part of the dress are in black, the top of the bodice is in flaming red, which looks pretty complimentary above a dinner-table, when the jacket is removed.

- One dress I more than liked was of thin, mossy black wool with black satin bands crossing over your heart and tying right up under your tonsils. Another that caught my roving eye was a smart grey wool dress, very sheer wool, very tailored lines, and a very adorable bolero of grey kidskin. I nearly forgot the black broadcloth coat with a completely unattached little Persian lamb cape collar. *There* is something—something terribly smart and practical—just think how many things you can wear the separate little cape with.

- Every one coming back from the Riviera reports that all the bronzed males around Cannes, Antibes, and thereabouts have been wearing brilliant yellow shirts—yellow polo shirts—very, very becoming with their tanned skins. And, on top of this, along came the word that that Swedish Gustafson girl, locally known as Greta Garbo, was also wearing a yellow polo shirt when she walked down the gangplank on her memorial "Ay Tank Ay Go Home" visit. And so things get their start in this funny old world. It wouldn't be any surprise to me to see all Palm Beach, come winter, break forth into this yellow shirt fever. Just to be on the safe side, I've foraged around New York and located some nice ones for you at Franklin Simon's. Of course, if Palm Beach is beyond you in these times, you might wear one around here—say with your Oxford-grey flannel suit.

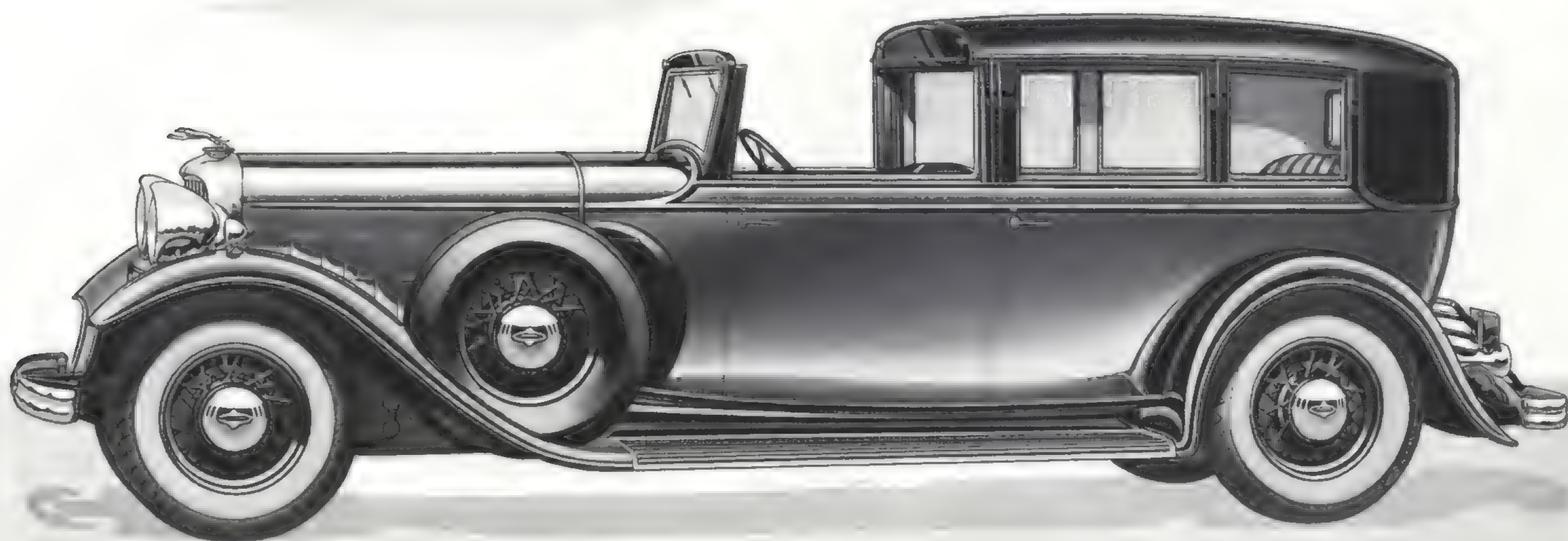
- If you've moved into new diggings this month and need new bedspreads and want something very ornamental for

about the price of a chocolate soda—remember Stevens bedspreads. Stevens cotton bedspreads. They're just about the smartest things you can shake a cheque-book at—and all good *Hausfrauen* are going to jump at one in particular. This is the new Éponge spread—Éponge meaning a sort of bouclé-woven cotton that positively can't get wrinkled or crushed, even if your guests loll all over your nice smooth counterpanes. A lovely conventionalized tulip design gives it great effect, and there are curtains to match. Something else delightful is a spread called "Chenette," in rose, blue, orchid, green, or gold, with downy, raised patterns, like crewel-work. For instance, one has pale green ivy leaves, standing up on a white ground. Another has great blue primroses on a white ground. Either would create a stunning effect in a bedroom.

- When it comes to designs—nothing but authentic, almost-museum-pieces is good enough for Stevens spreads. Those caskets that French peasants sling on their burros' backs make one enchanting design, called "Panier"; another, "Prudence," is taken from an old Colonial quilt; the famous "Hackberry" leaf of Puritan days appears on another; and there's the "Hospitality" design with the pineapple motif liked by our old Maine sea captains; and the "Lovers' Knot," for all you sentimentalists. Fortunately, all patterns are nice on both sides, so that the spreads are reversible, and, what's more, all the full-sized ones are a good ninety inches wide so that they'll go clear over the highest box spring you own. Add to all (Continued on page 84)

Shop-Hound practically spends her life snooping about the New York shops. If you need information or advice, write to Vogue's Shop-Hound, 420 Lexington Avenue, New York, and please enclose a stamp

THE LINCOLN



THE LINCOLN V-12 CYLINDER . . . BRUNN BROUGHAM . . . \$7000 AT DETROIT

A beauty that is inherent, a performance well proved, such are the firm foundations of Lincoln's eminence in the field of fine motor cars. This position does not rest on broad claims of excellence. The outstanding qualities of the Lincoln are well vouched for by the discriminating character, and the ever increasing numbers, of those who own it. As a possession the Lincoln is a lasting tribute to a good taste that is discerning and a judgment that is sound. The prestige of Lincoln springs from a constant high ideal. Every one who shares in the building of the Lincoln is constantly inspired by a single aim . . . the selection of raw material, the fashioning of parts, the testing of engines, every operation must contribute toward producing a motor car as nearly perfect as possible. It is the support of the Ford Motor Company that brings this aim to realization. It is also due to this support that the Lincolns of today may be purchased at present prices. The 12 cylinder, fully equipped, from \$4300 at Detroit. The 8 cylinder fully equipped, from \$2900 at Detroit.



LUCIEN
LELONG

ANNOUNCES

M U R M U R E

If you have a yacht and a chateau in Brittany . . . you will be among the first to wear the new Lucien Lelong Perfume, Murmure. Or if you haven't the yacht or the chateau, you will wear Murmure and feel as if you had. Murmure has the infectious quality of making you feel at your best, or perhaps a bit above it . . . just the thing for a year like this.

Here is the "Lili" perfume from Bermuda, distilled from the essence of the fabulous lilies that every one remembers who has visited the island



LÉON DE VOS

ON HER DRESSING-TABLE

UP to this moment of writing, Antoine has been known to the smart American woman as one of the master coiffeurs of the world—which, indeed, he still is. But now, he has extended his field and introduced to America a complete and efficient series of cosmetics and beauty preparations. This is an inclusive group, numbering among it preparations for practically every skin condition you can think of, so the most practical thing to do is to go and investigate them for yourself in the nearest smart shop. But there are some excellent general preparations that can well be highlighted for you here and now. One is the make-up remover, Antoine 740 (it is just a little whimsy of this creator that each preparation bear a number, not a name, but this need not discourage you, since the uses are clearly designated on the labels). At any rate, the make-up remover has an efficient way of removing every particle of cosmetics, including even those traces of cream rouge that sometimes defy an ordinary cleansing.

PREPARATIONS TO TYPE

There is, also, a type of all-purpose cream that provides a flattering base for powder, as well as softening the skin, and can be used for cleansing, too, if you like. The creams and even the powders are differentiated through-

out for dry, oily, and normal skins, and it is particularly satisfying for the lady of very dry or very oily complexion to find a foundation cream especially suited to her needs. The powders, which are light and fine, are put up in two-compartment boxes, with shades for day and evening, and the packages are extremely smart in modern black-and-white guise. A group of them can be seen in the photograph below. They are to be found in all their glory at the toilet-goods counters of the better shops, including Saks-Fifth Avenue, in New York.

OXYGEN IN THE BATH

The rite of the bath is ever a matter of vital importance to luxury-loving ladies, and here is a detail to add new joys. It is known as Radox, and it is a form of bath salts which radiates oxygen. You put a couple of tablespoonfuls of these salts in your tub, and not only does the water become soft and possessed of a delightful gardeny fragrance, but you, once you are in it, feel freshened and rested, a feeling which lasts long after you have finished the bath. It's all done with mineral salts, which, when they get into your bath water, make it into a sort of artificial mineral water, charged with oxygen, with benefit of a lovely (Continued on page 78)



MARTINUS ANDERSEN

Antoine, the famous hair-dresser, is introducing in America a new series of preparations and cosmetics, packaged in this smart manner and described more fully above



Mrs. McAdoo demonstrates the first step—the Cold Cream and the Tissues give a thorough cleansing.



Last step, the Vanishing Cream protects and holds the powder.

“Keeping my skin lovely is easy with this quick daily care . . .”

M^{RS} ROBERT H. M^CADOO



Brilliant young society matron shows just how she gives herself a quick home beauty treatment

M^{RS}. M^CADOO is famous both for her crisp smartness and her many activities. Her chic young figure is snapped by society reporters at the smartest gatherings everywhere.

How does she care for her piquant beauty?

“It’s marvelously simple and does keep my skin in perfect condition all the time. Here’s what I do:

“First, *cleansing*—this Pond’s Cold Cream is the best cleanser I’ve ever found, it’s so rich and pure. It floats every speck of dust out of the pores—and these Pond’s Tissues wipe it all away in a second.

“Now, being absolutely clean, my skin is ready for the second step—*stimulating*. A pad of cotton soaked with Pond’s Skin Freshener and pat, pat, pat—it tones the skin and brings up the natural color.

“Now comes *protection*. This Pond’s Vanishing Cream is the protection I always use. It’s invisible but it makes powder stay on for hours. And it doesn’t dry my skin. Now a bit of powder and a touch of lipstick and I’m ready to face the world.

“*At bedtime*—after cleansing with the Cold Cream and Tissues I always put on a bit more of the Cold Cream

and leave it on to *lubricate* my skin.”

For 25 years, in the most scientifically equipped laboratories, Pond’s has been making and scientifically testing preparations to beautify the skin. Be sure that you get Pond’s Creams—they are the most reliable that your money can buy.

Send 10¢ (to cover cost of postage and packing) for free samples of Pond’s four delightful preparations.

POND’S EXTRACT COMPANY, Dept. K
110 Hudson Street New York City

NAME _____
STREET _____
CITY AND STATE _____

Special Uses for Pond’s Two Famous Creams

POND’S COLD CREAM is more than a cleansing cream. It is wonderful for bringing life and freshness to a tired skin. And to make a dry skin soft and supple. It has the perfect consistency. Not too heavy. Not so thin it dries the skin.

POND’S VANISHING CREAM is a godsend to women whose skin roughens and chaps. It smooths and heals the skin. Is not drying. Use it before and after exposure. And to hold your powder. One application will give your hands a lovely white transparent finish

Copyright, 1932, Pond’s Extract Company

TUNE IN on Pond’s, every Friday, 9:30 P. M., E. S. T. . . . The program of continuous dance music rhythmmed for actual dancing . . . Leo Reisman and his Orchestra . . . WEA and NBC Network



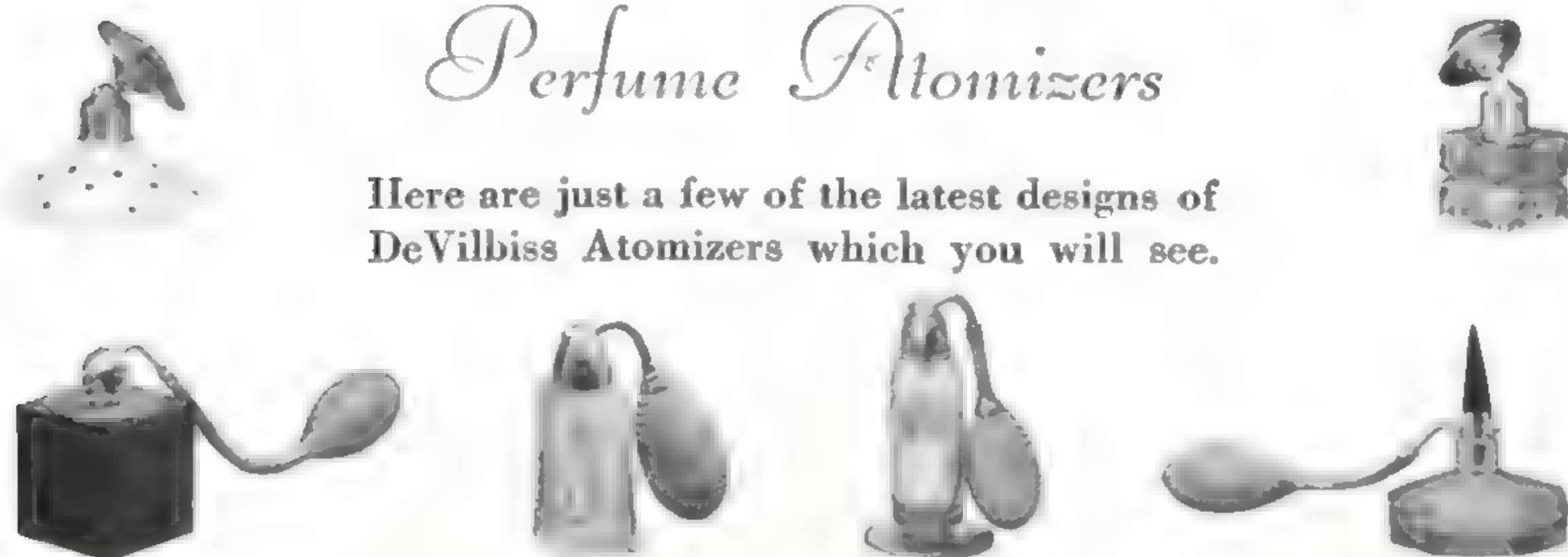
A subtle accomplice

Her perfume is woman's most trusted ally and a DeVilbiss Atomizer her subtlest accomplice, for only by spraying can perfume be applied with true discretion. By dropping or daubing, the charm of perfume is dissipated; deftly sprayed, its loveliness is doubled. Then, too, spraying cannot spot nor stain the finest of fabrics. And now more than ever, the economy of spraying gives a comforting sense of thrift. The new DeVilbiss Atomizers, many with the automatic non-evaporating Closure, are shown in all the better department stores and shops. The DeVilbiss Company, Toledo, Ohio.

DeVilbiss

Perfume Atomizers

Here are just a few of the latest designs of DeVilbiss Atomizers which you will see.



NEW DESIGNS AS SEEN FROM THE REAR



These are the back views of the designs for practical dressmaking shown on page 72. Each and every one of them have shoulder treatments that deserve a second look, and the sleeves exhibit several clever ways of achieving the bulk that is typical of the new models

ON HER DRESSING-TABLE

(CONTINUED FROM PAGE 76)

fragrance. If Cleopatra had known about all this, she would never have been bothered with the asses' milk plunges! Radox came out of England, and you can now buy it in most American drug and department shops.

Elizabeth Arden's Venetian Velva Shampoo is the sort of inspired preparation that dwellers in alkaline water regions, ladies en route, and others temporarily in the invalid category have been searching for. For this shampoo takes only the smallest amount of water to create an enormous amount of rich, cleansing lather, which, instead of having to be rinsed off the hair with water, is merely rubbed off with a fleecy Turkish towel. The drying process is rapidly and easily accomplished by fluffing out the hair with the hands, after it has been combed, and the hair is left delightfully lustrous and tractable. You can buy Venetian Velva Shampoo in all the places where Miss Arden's preparations are sold.

Rimmel, which to a great many women, both in this country and on the Continent, means the only kind of mascara they ever use, has a new dark blue shade that is very flattering indeed. Blue mascara is one of those things that sounds artificial looking, but isn't—often, it looks more natural than black and, even oftener, more becoming. In case you don't know Rimmel, it goes on smoothly and stays on a long, long while. It can be pur-

chased at toilet-goods counters wherever fine cosmetics are sold.

Suppose you are a lady who wants to reduce, especially in spots, but who hates exercises and hasn't time for massage. Well, Margaret Brainard has something for you—and it is none other than a brush (and what a brush!) and reducing soap. The medicated reducing soap contains ingredients that are intended to dissolve the fat that lies just beneath the skin surface, so it can be eliminated in the normal way, through the blood stream. The success of this is pretty well put up to you, because you are the one who has to do all the rubbing and that is what does the reducing. If you keep at it honestly and energetically, you can see consistent results. Besides, it is a wonderful brush to have for scrubbing. You can buy the set at Saks-Fifth Avenue.

A coiffure that has carried you smartly and well through the summer has a curious way of looking last-year-ish when you put the first new autumn hat on your head. If such is your predicament, a good hair-dresser with an eye on the mode will help you out. Such a one is Mars, in East Fifty-Eighth Street, who has a way of turning out distinctive and individual coiffures that also prove wearable and becoming. If you need a permanent wave, Mars will give you one with special little curling rods he has designed himself for the purpose of making waves natural and soft.

TO OUR CONTRIBUTORS

Manuscripts must be accompanied by postage for their return if unavailable. Vogue assumes no responsibility for unsolicited contributions except, of course, to accord them courteous attention and ordinary care. Vogue does not accept or pay duty on drawings submitted by foreign artists, unless the drawings are sent at the order of Vogue or by previous arrangement with its New York office



Is there a Catch here?

Does she use Perfume because she thinks that a man may like it, or does she choose it for the increased charm, the sense of fresh glamour, it brings herself?

Clever women won't have to answer. They know that Perfume puts a delightful lilt into living. It makes them feel ready to greet Fate more debonairly.

They find—in the more-than-a-score of exquisite Perfumes distilled by Coty—fragrances sparkling as the gay capital of France, fresh as the scent of lilacs after rain, sweet as the wind's breath over Corsican jasmine flowers.

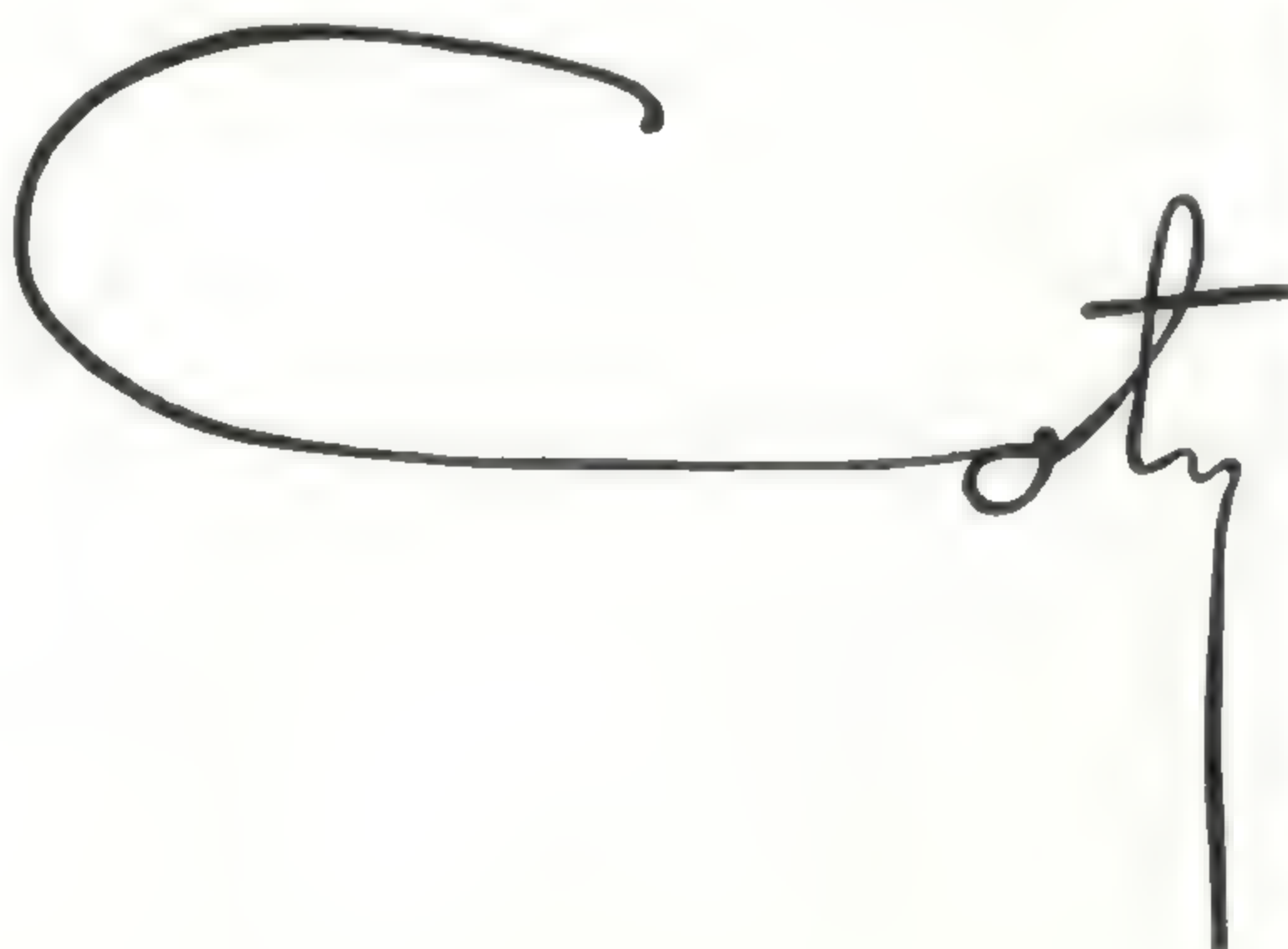
For certain moods, they may select Coty's Chypre—a bit of a snare; or Styx—with the mystery of Charon's troubled stream.

But you don't wish to be told which Coty odeur is best for you. In fact, we shouldn't tell

you! Your own heart, your own awareness to Life, should help you decide.

And—just as you don't care to express the same mood every day, every hour, in every set, but hope to *play a different rôle* to different friends—so you'll find various Coty Perfumes that properly *interpret you*. Spray them on, to renew allure, abolish boredom, enhance vivacity.

It doesn't take a lot of money to enjoy them, either! Coty's fame is world-wide, and that makes Coty prices modest—\$1.10 to \$27.50.



"Paris" by Coty: Thrill of the Rue de la Paix; charm of the Bois; allure of the world's smartest capital—"Paris" is the perfect accent to your chic Autumn clothes—\$7.45.

DANIEL GREEN

Leisure Footwear

Don't kill Quality
BUY THE Best AND Save

★ Bargain chasing is an expensive sport! This is no year to indulge. After you've run through three or four cheap things, you've wasted twice the price of something really good. And you've been dressing like "poor folks" all the time.

☆ Because Daniel Green thinks shoddiness is poor economy, Daniel Green will continue to make only quality slippers . . . smart things that wear your money's worth. It's a policy that's prospered for fifty years. Why should 1932 bring a change? Buy the best and save.

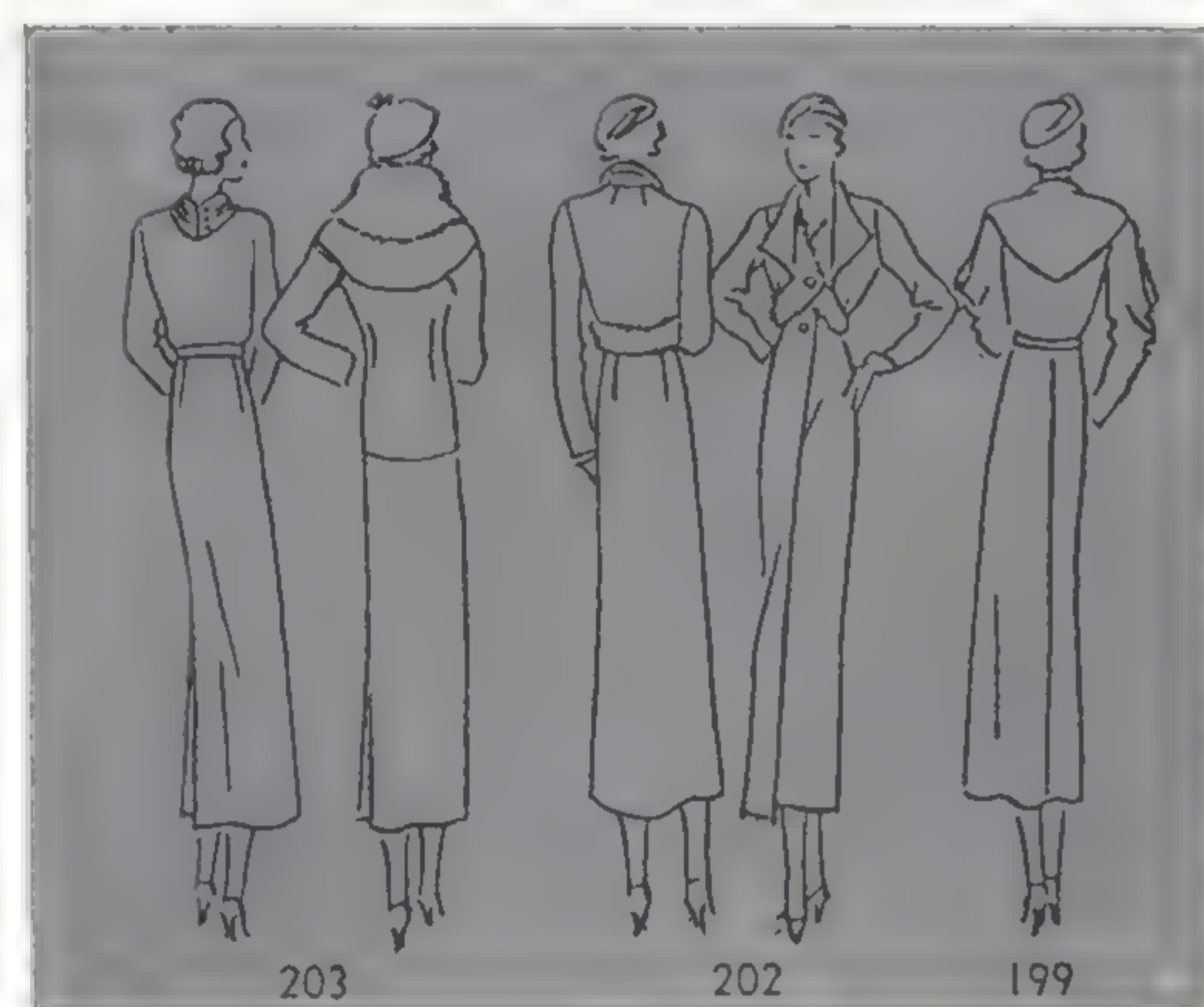
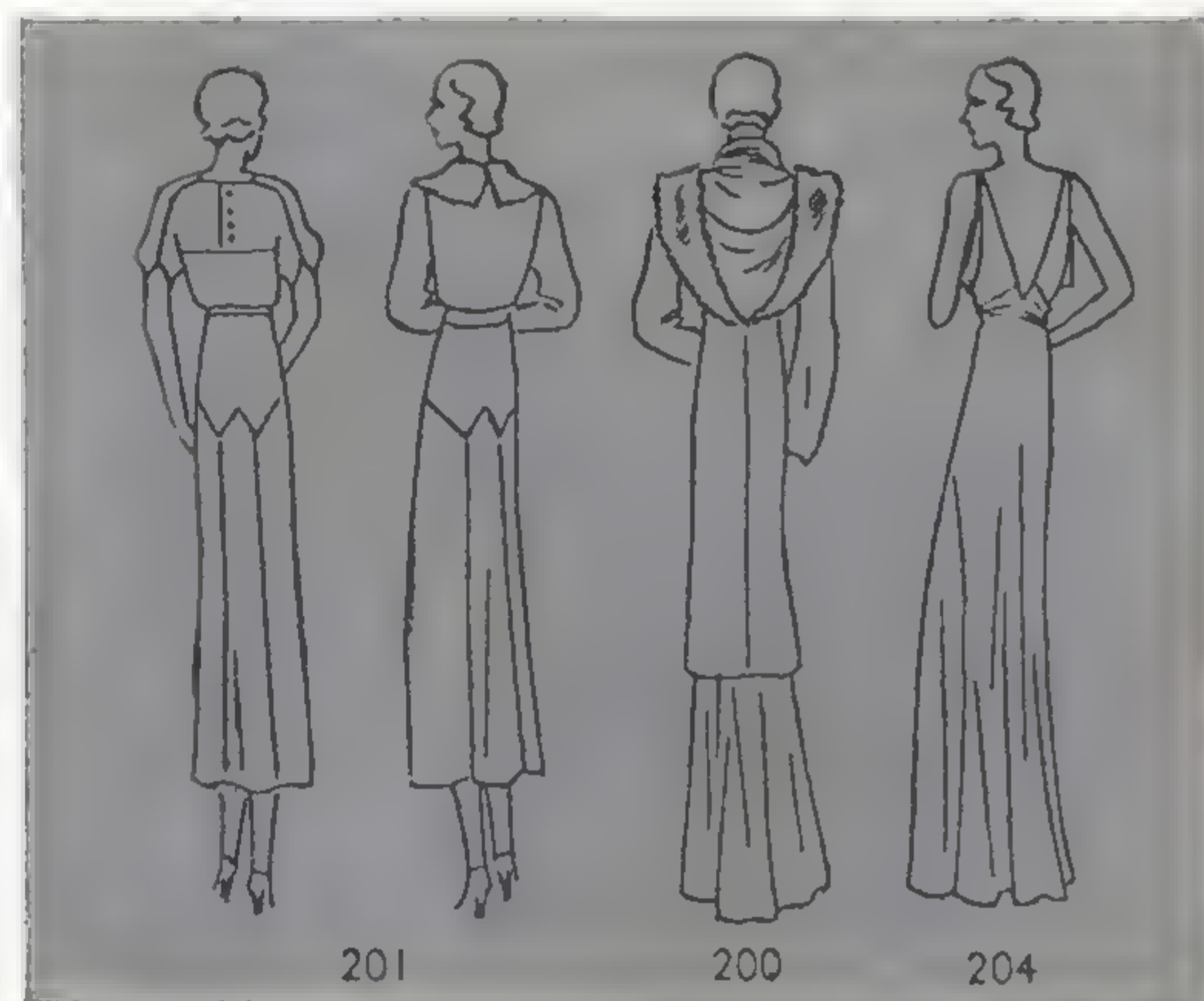
Leathers, Silks, Felts... For Men, Women, Children

Look for the name on the sole or in the lining



THE DANIEL GREEN COMPANY, DOLGEVILLE, NEW YORK

A SECOND GLANCE AT SMART COUTURIER DESIGNS FOR PRACTICAL DRESSMAKING



In the upper panel are back views of the silk crêpe ensemble, the evening coat, and the formal dress of satin that are shown on page 54. The lower panel gives you additional views of the jersey suit, the bolero coat, and the afternoon dress of broadcloth shown on page 55. You will find the sizes on pages 54 and 55

AREN'T POLITICS DIVINE?

(CONTINUED FROM PAGE 30)

for any Dora Splenlow to detect: an illegal business, maintained because the American people disapprove of the act which makes it illegal, turning social gatherings into drinking-bouts and devoting its vast profits to equip an underworld which preys upon legitimate business. The battle was won before the conventions assembled in that it was certain that both would offer an opportunity for the repeal of prohibition. But it was the part of a good commander to participate in the terms of surrender, and, therefore, Mrs. Sabin's presence was required at Chicago. In her train came the butterflies. It was pleasant to have them hovering about. They filled the air with scent and soft sound, and when they flew away again the political wood was as unfamiliar to them as if they had never visited it.

But the anti-prohibition crusade could not have brought to the convention scene so many alluring, vague ladies, clutching manifestoes, if it had not been for the unconscious aid rendered by Walter Lippmann. If to this day he knows that he has become the

fashionable preacher, the rector of a journalistic Saint Thomas's, he may be at a loss to understand why. Perhaps this is why: Just after Mrs. Sabin had aroused her own world of women over prohibition, Mr. Lippmann, neatly boxed in two columns four times a week, began to appear in the *Herald Tribune*. Clear, cogent prose, flowing out of a fine mind through a masterly pen, dealt with questions which women were being urged to study. Never was study pursued under more elegant and agreeable circumstances, even though certain tough facts about debts and tariffs and taxes passed in one lobe and out the other. Like backgammon, to read if not to comprehend Lippmann was suddenly the daily thing to do. This proved of great help to the railroads in June and accounts for some of the more astonishing temporary members of the political gallery to-day. But if the brilliant professor of public perplexity ever examines some of his students a few hours after they have read him, he will decide thereafter, like the wise thrush, to sing each song twice over.

All for Beauty



Be Your Own Beauty Specialist To Restore Fair Delicacy

Have you discovered this pleasant way to bring back fairness to your skin after summer exposure . . . and to keep it the winter through? At your own dressing table, you can banish every trace of uneven tan, can restore and retain smoothness, whiteness, delicacy.

Periodic beauty treatments cannot accomplish what a few well-spent moments daily can. That is the reason these famous HARRIET HUBBARD AYER preparations, made for use at home, have become so important to women who know how to guard their beauty. This is the simple routine they follow at this time of year:

First, LUXURIA . . . the foundation for beauty . . . for a thorough cleansing. Banish eye and mouth lines with SKIN & TISSUE BUILDER, a real skin nutriment. Then pat on LEMON LOTION to lighten the darkened skin. Finish with a film of BEAUTIFYING FACE CREAM . . . the famous cream that so quickly restores the skin's smooth, cloudless delicacy.

For stubborn tan or freckles, use MOTH & FRECKLE LOTION each night, allowing it to dry in.

And remember, always LUXURIA . . . the foundation for beauty. It is famed for its sweet purity, liked for its soothing richness, approved for its results by a whole generation of lovely women.

LUXURIA 45c, 85c, \$1.95, \$2.75

SKIN & TISSUE BUILDER. 85c, \$1.65, \$4.40, \$7.15

LEMON LOTION 85c, \$1.65

BEAUTIFYING FACE CREAM 85c, \$1.65, \$4.40, \$7.15

MOTH & FRECKLE LOTION 85c, \$1.65

"All for Beauty," a booklet telling you in detail the method and preparations for correct home treatments will be sent you free on request to HARRIET HUBBARD AYER, Inc., 323 East 34th Street, New York.

HARRIET HUBBARD AYER

INCORPORATED

BEAUTY PREPARATIONS

LONDON

NEW YORK

PARIS

IF *your GLASSES are right,* *your hat will look well!*

THE old bogey of "hats-and-glasses-at-swords' points" is gone. If your hat looks smart and becoming without glasses, it can look smart and becoming with them—and you'll see so much better! Ful-Vue glasses settled the quarrel. They were designed with just such problems in mind—how to look well with hats, how to make your eyes look best, how to be as inconspicuous as possible, how to leave your profile unspoiled. So the side-bows are raised and "streamlined" so that your eyes can *see* and be *seen* from the side. The lenses are shaped to fit the contour of your eyes. And the new pink gold of the frames blends with your complexion. (There's white gold in Ful-Vue, too—and a becoming new rimless style as well.) Don't neglect your eyes—eye-strain makes them look dull and old. Have your eyes thoroughly examined by an expert. Wear glasses if you need them. But, for your appearance's sake, wear Ful-Vue glasses.



NEW STYLE FUL-VUES (above). Bow-above-the-eye and stitched broadcloth are two things you'll want in your new hat. To wear this jaunty hat correctly, it is easy to see that your glasses must have the high-up "streamline" side-bows of Ful-Vues.

OLD-FASHIONED GLASSES (below) over emphasize her eyes. Their "downhill" side-bows ruin the line of the hat, and hide the eyes as well. Never wear glasses like these with your smart new hat.



ALMS AND THE WOMAN

(CONTINUED FROM PAGE 53)

importance by careful planning. But she carries on with a light touch. "This meeting of ours comes under the head of enjoyment," she seems to say. "Let's keep it so."

The most carefully planned meeting will go wrong if not properly managed. Last winter, a charitable organization largely in the hands of older women gave a luncheon for a number of younger ones whom they hoped to interest in the work. The older generation had plenty of time. They waited until every one arrived and, consequently, did not sit down until three quarters of an hour after the time given on the invitation. No one of the young guests would have imperilled her waist-line by eating the rich food set before her, so each sat while course after course was put down and taken away. It was not until two-forty that the toast mistress of the day arose, and, by the time the popular clergyman of the neighbourhood had told how he came out of the West as a mere lad with the cries of the city children ringing in his ears, the invited guests had consulted jewelled wrist-watches and slipped away to keep four o'clock appointments. One of the big hotels with an axe to grind made a similar mistake. Thinking he knew what women wanted, the manager gave a heavy luncheon, followed by chamber-music. When the axe was brought out to be ground, nearly every one was gone.

GOOD TACTICS

The fact is that an afternoon meeting followed by tea, to which one can stay or not, is an efficient method of getting women together. If one undertakes a luncheon or dinner, one can't do better than attend a Saturday luncheon meeting of the Foreign Policy Association at the Astor, either in person or by tuning in on the radio. Mr. Macdonald is said to be the best presiding officer in the world. One will hear him warn impassioned speakers that they have "one minute more." One will hear him check the man who, under the guise of questions, tries to state his own opinions from the floor—all with wit, good nature, and relentless decision. With watch in hand, one will see that each meeting closes exactly on the dot of two-thirty.

An almost abnormally bright execution is required to keep the "annual meeting" in an organization from being anything but deadly dull. It is the big moment for the chairman of the "Adopt a Robin" or the "Raise an Eggplant" committee, and she must be allowed to make her report. A staff member in one of the New York charitable societies determined to use this rather unfavourable background for a vivid picture of the daily work.

Various speakers were given five minutes—a case worker, a Board member, and so on. Another was the "unknown contributor." But the popular hit of the day was the office boy who stated his problems, with particular reference to the appalling and unnecessary waste of paper clips!

The organizer sees to it, too, that the set-up of the group is right. There must be enough friends to make it a pleasure. There must be a professional

or expert who can give practical advice. And there must be a quota of the new public which is to be caught, handcuffed, and chained to the wheels of the organization.

But she catches them so charmingly that they like it. They are glad to be on her committee. It is only the dub who always carries her dreary cause with her, just as some people carry umbrellas in the sunshine. She is as impossible as if she walked down Park Avenue with white cotton stockings under her little beige frock. Any acquaintance whom she has once hooked for a subscription, or tickets, is ever after as wary as a youth at a dance. He won't get stuck again! She is still wearing the mind that was good back in the days of the hatter's strike, the woollen trousers made in homes where scarlet fever raged, the anti-suffragists. The era when every intelligent woman had a Cause. Our heroine, whose mind dates at least "1933," never is gauche. No man dreads sitting next to her at dinner. If she puts a gun to his heart and takes away his bank-roll, she will give him a sporting chance by doing it during business hours, when he has a confederate (namely, his secretary) ready to give him the signal. If she robs him by day, she merely flirts with him during the evening hours. She never serves good works with the cocktails!

Her long apprenticeship gives her certain valuable characteristics. One is a sense of proportion. Another is the ability to mind her own business. Women inexperienced in social work can no more keep away from the families they are aiding than children can keep away from kittens. They have to peek! Often, they are terribly disappointed in the response they get. They discover that being poor doesn't make people any nicer; in fact, it sometimes works in quite the opposite way. Sometimes, they get names from the papers (no reputable organization gives out names of applicants to amateurs), and the relief they give is frequently disastrous.

EXPERIENCE COUNTS

A third invaluable asset for the successful board or committee member is faith in the expert. She is one of those who know the importance of hiring the special knowledge of the professional. It is as much a matter of common sense to use that knowledge and rely upon it as it is to trust the doctor or the engineer. Yet, it is far from a universal faith.

The upper-class Englishwoman has shone as a political campaigner. The American woman of the privileged class has been remarkable for the energy and life she has poured into all sorts of welfare work. It's really a fact that half of the social life in most communities centres around some form of work for old *bono publico*. The woman who will not play the game this way can sit at home and wonder why she is not in things. The debutante who will not do her very substantial bit is distinctly out of it.

The Junior League, the college—in fact, every society which has to do with the leaders of the future—realize the (Continued on page 90)

FUL-VUE FRAMES FOR YOUR **GLASSES**
AMERICAN OPTICAL COMPANY • SOUTHBRIDGE • MASS.

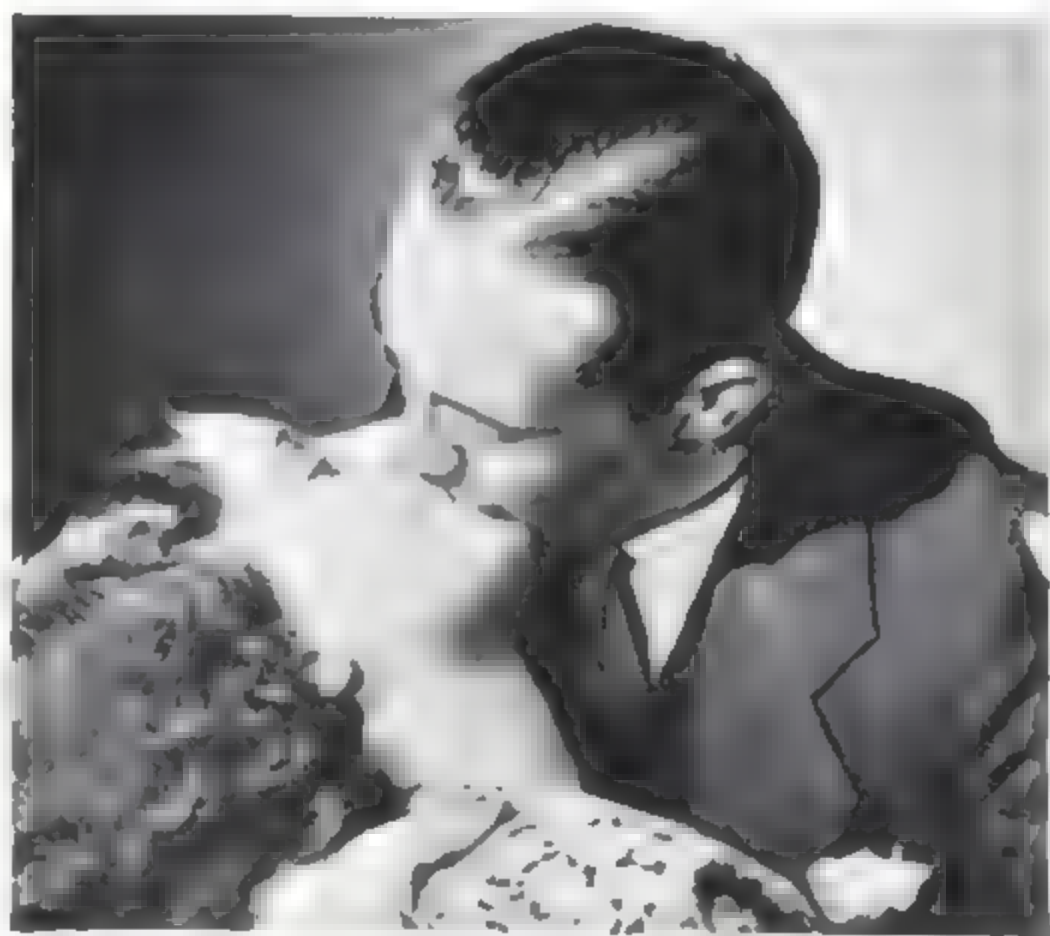


When fighting colds make \$1 do the work of \$3

PEPSODENT ANTISEPTIC is 3 times as powerful as other leading mouth antiseptics. Hence it goes 3 times as far. And whether you buy the 25c, 50c or \$1 size, you still get 3 times as much for your money.

OUT of every \$3 you spend for ordinary mouth antiseptics you might as well save \$2. It's a simple problem of arithmetic. Pepsodent Antiseptic is three times as powerful as other leading mouth washes—by adding water it goes three times as far—gives you three times as much for your money—and gives you extra protection against sore throat colds and unpleasant breath.

Here's the great difference between old-fashioned mouth washes and Pepsodent Antiseptic. The



old-fashioned mouth wash must be used full strength to be effective—but three people out of four add water to their mouth wash.

So the new discovery, Pepsodent Antiseptic, was made powerful enough to be diluted and still be effective—yet it is completely safe when used full strength.

It's costly enough to use a mouth wash that must be used full strength. But it's a lot more costly to dilute that mouth wash and fail to kill the germs—or check bad breath. That's why we warn you to choose an antiseptic that kills germs when diluted. Insist on Pepsodent Antiseptic—and be safe. Safeguard health and save your money.

PEPSODENT ANTISEPTIC

FREE! Amos 'n' Andy or Goldberg Jig-saw Puzzles



HERE are two great gifts for radio admirers of Amos 'n' Andy and the Goldbergs. Each jig-saw puzzle contains 60 pieces, is printed on heavy board and brightly illustrated in colors. To get one simply write name and address on the inside of an empty Pepsodent Toothpaste or Pepsodent Antiseptic box and mail it with the coupon below. Send one empty box

for each puzzle and be sure to name the one you want.

Pepsodent Co., Box J-10
919 N. Michigan Ave., Chicago

I enclose empty Pepsodent box for Jig-saw
Puzzle of ☐ Amos 'n' Andy ☐ Goldbergs.

Signed

Street

City.....State.....

S H O P - H O U N D

(CONTINUED FROM PAGE 74)

these virtues the fact that Stevens cotton bedspreads frequently cost less than five dollars—and you'll see why I believe in them.

• In case you are a woman who is fixing up a bachelor's apartment, you couldn't do better than to stock up his bathroom with those enormous grey bath-towels that Mosse makes specially for men, with huge black-and-white initials done in the celebrated Mosse manner. These are frightfully smart in a mannish way. They look a little like mourning, but, as the manager remarked, a man is almost always in mourning anyway for some woman who has gone off and left him. And, of course, you can have the monograms in red and blue or any colour you prefer. Mosse, you know, is up in the Fifties, on Fifth Avenue.

• There are a good many ladies left on this hemisphere who still want to look like ladies, thank heavens, and will have no truck with silly, cheap, little chits of hats that belong on the head of a schoolgirl or Sadie Thompson, and such ladies I want to remind again of Mignon, that hat shop on East Fifty-Third Street where hats are really well-bred, exquisitely made, and terribly smart.

I've just come away from there, after seeing the new autumn imported and original models—and let me tell you, the originating hand here is an originating hand, with that divine fire, or whatever you call it, that you run into only now and then. You should see the little brown frappé velvet turban with a bow in front, made of that new white velvet that looks exactly like ermine or breitschwantz. These new front bows, unless handled perfectly, can look pretty theatrical and mad, but this one is so soft and cleverly placed that it is exquisite. Another draped turban of mossy black serge (and I can't begin to describe how beautifully made it is) fits the head rapturously, rising high off the hair on one side, and owns a little nose veil, which is tied in a huge bow at the side back to give it a glamorous air. A delicious flame-red Agnès velvet hat brought back from the Openings is twisted too intricately for my simple mind, and then it divides into three sections on the crown of the head, leaving great slits where your hair shows through.

Brimms are another specialty of this shop—brims with just the right slant; striking, but not theatrical. There is an especially nice one on a black felt sailor, stabbed through with a green quill; another nice one on a plaid felt hat that would be excellent with your tweeds; and the brims on a brown suède hat and a brown corduroy one are turned flat back and held with a bow. So you see, I have fallen for the hats at Mignon's.

• There's no stopping these inventors and scientific fellows. Latterly, they've turned their attention to another of the few remaining flaws of modern civilization; namely, storm galoshes and rubbers. By a clever new Goodrich process of making rubber simulate leather, they've invented some exciting galoshes and rubbers that

look almost like leather shoes. The rubber—instead of being the old, shiny variety—looks exactly like real leather—like several different types of real leather, such as alligator, lizard, or kid.

There's one model—a galosh—that you will swear is made of alligator, until you notice its lightness and flexibility. There's another that looks exactly like fine kid. There's a pair of rubbers that can hardly be distinguished from a pair of brown suède opera pumps. The rubber not only looks like brown suède, but feels like it.

And the beauty of it all is that Shuglovs—as well as doing so handsomely by the appearance of your feet—are really so light and so glove-fitting you'll be amazed. They deserve their name "Shuglovs," if you ask me. And one more little item that all you fastidious souls will snatch at—Shuglovs are utterly and happily free from that disagreeable rubber-smell—instead, just a very delicate, pleasant scent ascends from these modern phenomena.

• From what I've seen in my time, the inside of every woman's bag is a perfect shambles. Somewhere in the débris, your lipstick and keys and change and comb are jumbled together so that to put your hands on any one of them when you want it is like asking for miracles. And one of these days, when you get sick unto death of the disorder, you'll thank me for the address of a shop on Madison Avenue, William Nibur, where you can have a bag made to order, with just the sort of compartments you want—and no others—so that there'll be a tidy little place for everything, and everything in its place.

Making bags to order is no new idea, to be sure, but the reason I bring it up here and now is that this place asks a surprisingly small amount for building such a bag. A woman, Dorothy Patz, is the guiding genius behind the bag-making, and she understands these things as only a woman can. And she knows leathers like a book—only the finest genuine pigskin, ostrich, calfskin, alligator, and the like are good enough for her. And, now, I feel that way about leathers, too.

• If your pet form of depravity happens to be shooting craps, some pretty elegant dice cups, that will put a little style into the game, are to be had at Hammacher, Schlemmer's. They are made of a substance called "Catalin" in the most bee-yew-tiful brilliant shade of yellow or jade or red and all lined with velvet to match. The sound those ivories make rolling around in that velvet lining is sheer music to my ears.

And, speaking of dice reminds me of a set of salt and pepper shakers I ran across the other day—square, chubby, little cubes of sterling silver, built like overgrown dice, with the salt and pepper shaking out through perforations on top that look just like dice markings. Very modern looking, if you ask me, and nice to toy with if your dinner-partner turns out to be worse than usual. I nearly forgot—Russel Wright's is the place to go for them. (Continued on page 90)



No matter how glamorous your new clothes may be—the effect will be lost unless your figure is molded to curve in and out at the right places. GOSSARD'S superb MisSimplicity has waistline straps that "pull cross-wise" to outline the curved-in line of the ribs, and give you an ethereally slim waist, while elastic hip panels restrain the width of the hips. The model photographed is of peach brocaded faille and has extreme uplift bust of fine matching lace Model 4860.

MisSimplicity

Reg. U.S. Pat. Off. Pat. No. 1,859,198

THE H. W. GOSSARD CO., Division of Associated Apparel Industries, Inc.
Chicago, New York, San Francisco, Dallas, Atlanta, London, Toronto, Sydney, Buenos Aires

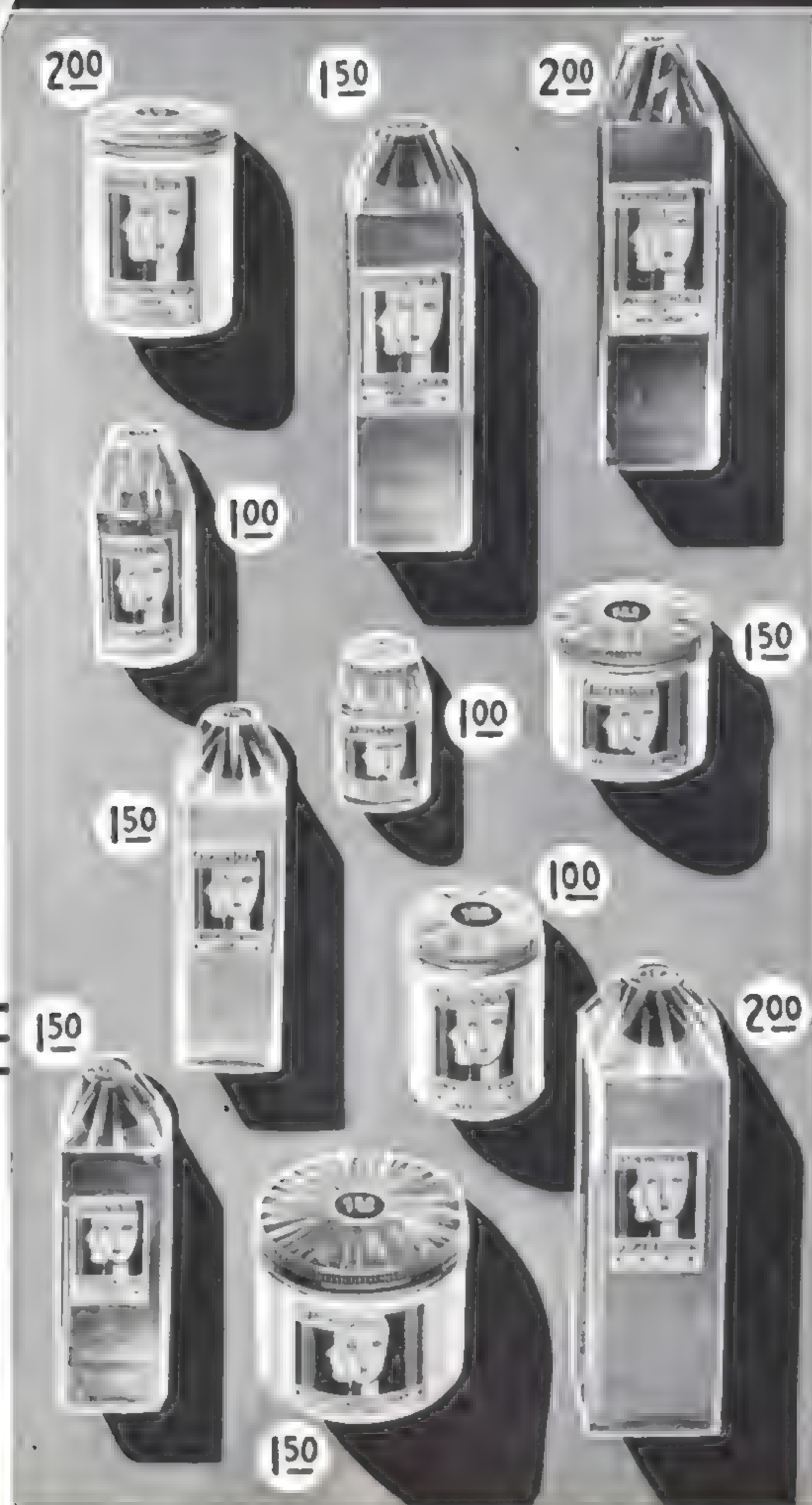
Everyday Magic for loveliness that endures

with this *New* ensemble
of beauty aids
by *Carolyn Drew*

How gratefully you will entrust *your* complexion to these daily grooming creations . . . so delightfully new and different that they seem to conjure up at once youthful girlhood charm . . . and hold off the years incredibly.

Only now perfected after years of experiments by eminent beauticians, Carolyn Drew creations embrace a complete new ensemble of twenty-six vital beauty aids . . . each to meet a particular loveliness-need. Isn't it rashness to experiment with mere haphazard preparations, when here are creams, lotions and powders worthy to keep you at your best?

CAROLYN DREW

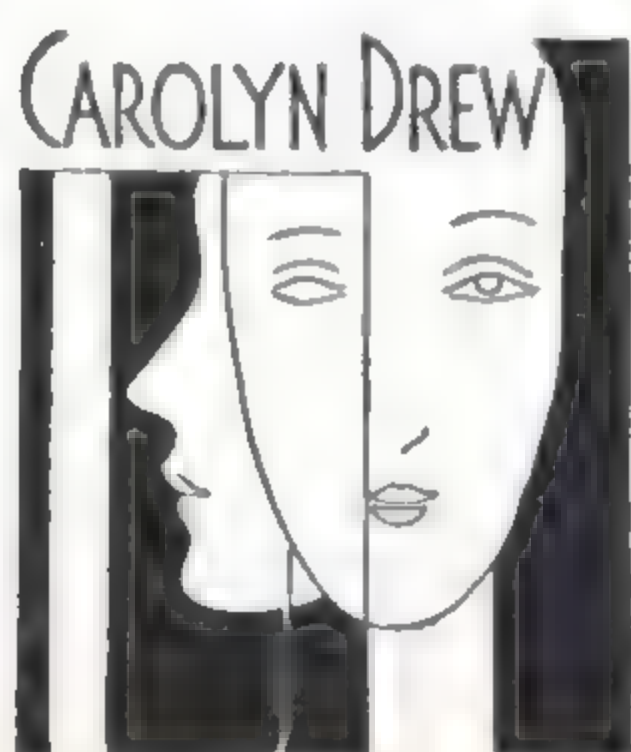


Carolyn Drew creations contain the richest, finest oils, the softest, most exquisite powders, rare perfumes . . . combined with secret beautifying ingredients scientifically blended to restore and preserve feminine loveliness.

With the first caress of Carolyn Drew creams and lotions, you sense a promise of achievement unknown before. Watch enchanted as relaxed contours become remoulded, tiny age-lines begin to smooth out, blemishes start to disappear. Your skin becomes *naturally* soft, clear, supple. Swiftly. Surely. Safely. Beauty awakens from a complexion now immaculately groomed . . . innocent of flaws . . . a glamorous, bewitching attractiveness that lasts and lasts!

If wind and weather are robbing your complexion of precious allure, if the years are leaving little telltale age-lines, let Carolyn Drew creations begin to lend their enchantment this very day. Enjoy a truly aristocratic complexion—a new, animated, freshness—through a host of tomorrows.

Packaged superbly . . . smart, modern. Carolyn Drew creations are offered for sale and sponsored by one leading dealer in each important city.



*Among the Carolyn Drew
twenty-six beauty aids are:*

NOURISHING TISSUE CREAM	\$2.00
HANDS BEAUTIFUL CREAM	\$1.50
ASTRINGENT	\$1.50
LEMON CLEANSING CREAM	\$1.00
LIQUEFYING CREAM	\$2.00
STRAWBERRY CREAM	\$1.50
BASIC PORE CLEANSER	\$2.00
SPECIAL FACE POWDER	\$1.50

FLOWERS

...always fashionable



THE language of flowers may be as old as the hills—but all sorts of new things are being said these days by clever women. In *addition* to American beauties or the other good old standbys... the modern woman has thought up all sorts of amusing ideas.

For instance... there's the terribly smart debutante who made a sensation at her coming out by wearing a great lei of gardenias. And did you ever hear of the lovely red-haired woman who wears and fills her house with nothing but nasturtiums? French women love carnations...wearing tight bunches of dark red or white ones. And we know many hostesses whose drawing rooms see nothing but white flowers.

Let your own imagination run riot a little the next time you are at the florists...let your florist help...he has a wealth of fresh ideas.



Send FLOWERS by WIRE...Through the unfailing service of the FLORISTS TELEGRAPH DELIVERY ASSOCIATION flowers can be sent ANYWHERE... ANY TIME... and at modest cost. Distance is no longer an excuse if one really wants to be remembered—WIRE FLOWERS.

SAY IT WITH FLOWERS

© 1932, Society of American Florists & Ornamental Horticulturists



THE PINK AND BLUE HOUSES ALONG THE QUAY

EWING GALLOWAY

PORTOFINO, AN INEXPENSIVE PARADISE

THERE is no traveller's experience more romantic than arriving just after nightfall at the small winter station of Santa Margherita on the coast near Genoa, en route to the still smaller port on the Italian Riviera—Portofino.

Whether you have come down from Paris through Modane, or up from Florence via Pisa, or just been browsing along the Riviera, south of Mentone, you probably have only the vaguest notion of where Portofino is. You may have heard of it from a rather special type of sunburned traveller, inclined to be reticent, rather than enthusiastic, whose air of mystery has inflamed you more than the most breath-taking praise. But this sort of traveller never knows about trains.

Perhaps you have been informed by a *wagon-lits* bureau that there is a tram from the station of Santa Margherita to "the last port." So you evade offers of carriages, automobiles, hotel representatives, and the like and proceed to look for the tram by looking for the tracks. What could be more logical? But there are no tracks and nothing that could possibly be mistaken for a tram.

A few nodding mimosa-trimmed victorias are setting off down the hill with their tourist prey. The station-master is shutting up for the night. The train has whistled off through a tunnel long ago. You can scarcely see the lights of the town below, it has grown so dark. But, presently, a smiling Italian appears, climbing down from the front seat of an old two-horse wagon that looks like a monkey cage at the circus. "Portofino? *Tramvai*," he announces, pointing to the dusty, ramshackle vehicle under the pine-tree. He takes your bags.

The central, glassed-in portion of the omnibus is filled with crates of provisions. On the back seat, facing the tail-board, sit two youths with caps pulled down over their eyes. They might be brigands—or waiters from the Splendide Hotel. You climb firmly up beside them. After a while, the

driver takes off the horses' nose-bags, perches himself in front, jams on the wooden brake, and the "tramway" plunges down the hill.

On the right, a slim forest of masts with twinkling lights marks the harbour of Santa Margherita. The tram rattles through a *piazza* gay with café terraces and half-illuminated palm-trees and arcades. A fountain is playing, though it is February. Soon, there is nothing to be seen but a walled road stretching out behind like a curved ribbon between the sea and the cliff.

You soon discover that not all horses are used to automobiles. A sudden lurch, the driver swears by the name of Bacchus—"per Baccho"—, a rush of light goes by. But the peaceful gait is not interrupted for long. Umbrella-pines pass in solemn, slow procession. The tramway rolls from side to side like a fishing-boat, majestically.

"*E un vetturino molto calmo!*" One of the brigands puts his feet up resignedly on the tail-board. It is the only way to avoid sliding off the seat, so you put up your feet, too.

The white road winds out around headlands and in behind bays. Here and there, a great square shape like a fort looms up from a promontory. There are castles here. You feel it. The sound of the sea grows louder.

"Forty-five minutes, and we shall be in Portofino," announces the more optimistic of the two brigands.

How the Italians love to exaggerate! Before you know it, the lights are there. A bright sign, *Piccolo Albergo*, appears and vanishes. The wagon goes into a narrow defile before a row of tiny houses and stops. It is the end of the road.

One lira, twenty-five for all that beauty! Ashamed to pay so little, you thank the driver and ask for the post-office.

"It is closed, *Signora*, but you have only to knock." A delicate old lady with white hair and spectacles opens the door. She seems neither surprised nor (Continued on page 88)

Now you can afford to use exquisite hand-blown crystal . . . *Everyday*

The famous Steuben crystal at new low prices

Crystal actually made by hand in this new hurried world with all the exquisite artistry of medieval times!

Each piece of Steuben is blown individually, by old-world craftsmen whose genius in glass blowing has been handed down from father to son in far-off lands.

This hand-blown crystal used to be a luxury—now, with the new prices, you can use it every day.

Your knowing friends recognize the crystalline clarity of Steuben at a glance. No machine-made glass can match it—nor imi-

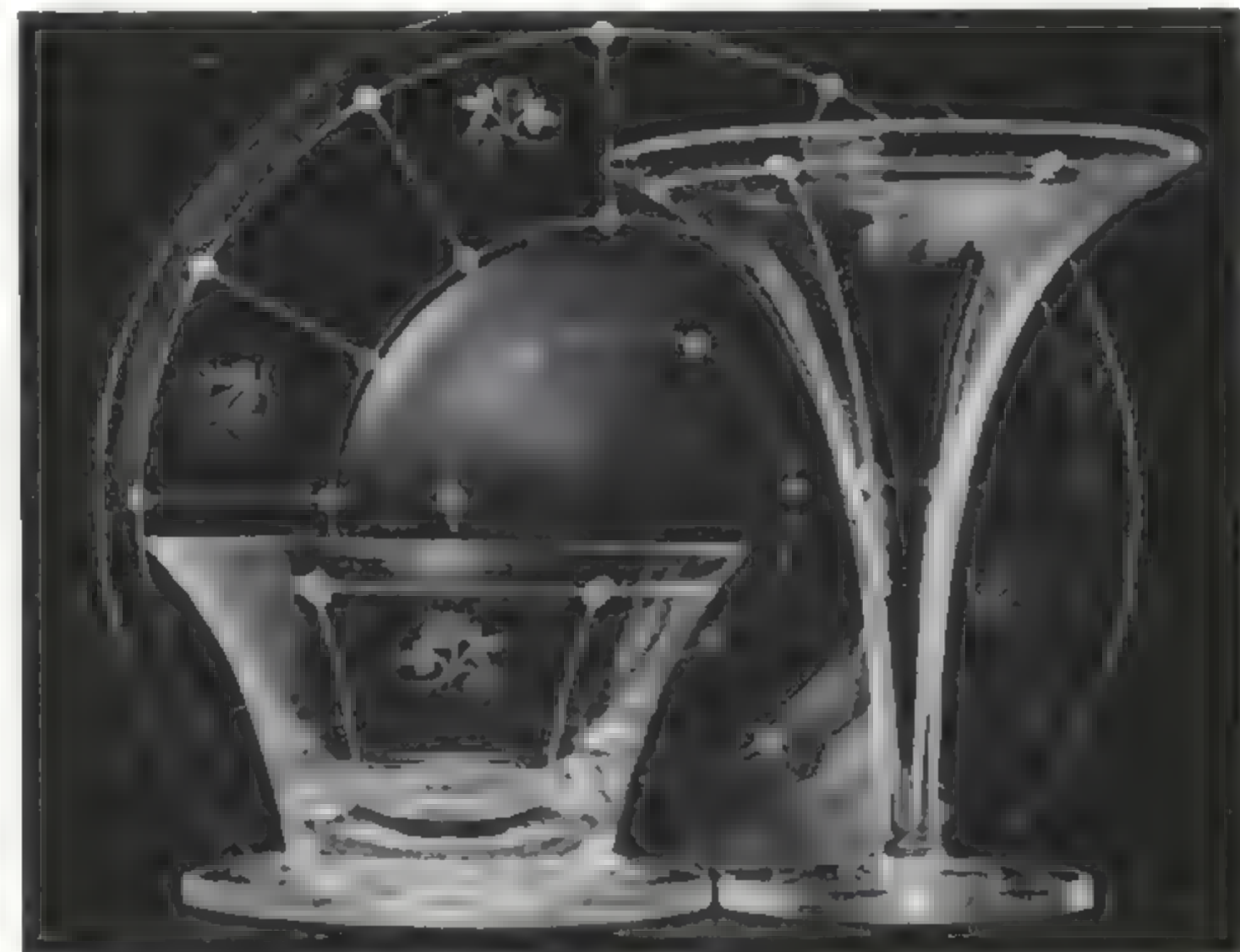
tate the pure bell-like ring Steuben gives when you flick it with your finger.

And this hand-blown crystal does make such a difference in the elegance of your table—just as fresh flowers give a beauty even the cleverest imitations cannot achieve.

The new Steuben designs for fall are even more delightful than before. Look at the new Steuben stemware—so smart, so in today's mode, that it is irresistible. And all Steuben comes in open patterns—you can always extend your set. Supplement the lovely Steuben you own—now—at the new low prices.



The new Saint Tropez design takes its name from the gay continental watering place. Its smart sturdiness is emphasized with that cool frosted engraving obtainable only in hand-blown glass. The goblets are \$48 the dozen . . . highball glasses are \$48 . . . cocktail glasses for "old-fashioned's" are \$30 . . . wine glasses are \$36.



The new Riviera design is engraved as delicately as an intaglio, an effect impossible to achieve in machine-made glass. The champagne glasses are \$48 the dozen . . . the finger bowls \$42 . . . the plates \$66.



A new Steuben vase with contrasting polka dots that makes the merest handful of flowers give a modern note to your room. This fall's price is only \$4.

Steuben crystal

A product of the Corning Glass Works, Corning, New York

PORTOFINO, AN INEXPENSIVE PARADISE

(CONTINUED FROM PAGE 86)

annoyed at being disturbed after hours.

"Letters—no doubt," she says. And you are permitted to look over the packet of *poste restante* mail yourself. Nothing so exacting and inconvenient as a demand to see passports.

Presently, you are in the cheerful hallway of the Piccolo Albergo. Signora Bodini, wife of the *patron*, is hurrying towards the dining-room with a smoking hot platter of fish. Dinner? A room? But certainly—nothing simpler. Her rosy face beams as she proceeds to do three things at once. A small round table in the dining-room is prepared. Through the kitchen door, you catch a glimpse of immense copper pans and a portly white-clad figure moving about with a huge spoon. It is Signor Bodini, of course.

The dining-room is full of the jolliest people imaginable—British and American, with, miracle of miracles, some Italians enjoying a holiday in their own country. And what a dinner! Heavenly *minestra* soup with plenty of Parmesan cheese to sprinkle over it; small golden "polp," the egg-shaped fish that are caught off Mediterranean rocks in nets on the end of bamboo poles; delicate veal scallops garnished with three sorts of vegetables; a salad with red wine dressing; and heaped-up baskets of luscious fruit—figs, dates, nuts, all the good things that grow under southern skies, accompanied by the round, wicker-wrapped bottle of Chianti warm with the taste of the sun.

PORTOFINO BY DAY

Next morning, the experience continues. Your window does not face the sea—given the unexpectedness of your arrival and the popularity of the Piccolo Albergo, you scarcely expect that. But it opens upon a cherry coloured wall with a window in it. Up at the top of the wall, the trees leaning over seem dusted with solid gold, the sky above is lapis lazuli. A woman at the window hangs out a rich mulberry coverlet with a yellow border, the trees and the wall and the woman's hair glowing in the sunlight.

Francesca brings a breakfast tray with an orange half hidden among its own glossy green leaves. But the eight o'clock shadows along the white road to the port beckon. Soon, you are out upon the dazzling terrace of the hotel, starting for the port. The sea lies just over the wall; the narrow steps lead down between the fishermen's houses to the *quai*. A row of boats are drawn up on the shore, a tiny pier leading out to two old black hulks loaded with casks, and then the beautiful narrow mouth of the harbour is cut by a distant line of flowery coast between Rapallo and Spezia.

Up, up, towers the promontory that separates the outer edge of the port from the open sea. It is crowned by the turrets of a round grey castle with a square terrace and one lone pine. This, Castle Brown, is said to be the original of the house described in "*The Enchanted April*." It is now occupied by an Englishwoman who wishes to spend her last days in peace there. Just below and further inland, on what

is called the Crotch, stands a white church outlined against the sky—so clear, so thin that it looks no thicker than a piece of writing-paper against a blue blotter. This is the baroque church of San Giorgio, now being restored. Across the terrace from it, a huge black-and-white marble house with a pink tower opens hospitable doors and windows to the sun.

And hidden away among the orchards is the low, rambling villa of Lady Carnarvon, who comes to Portofino every year. All these look down from their hillside upon the curious rounded front of the harbour, the row of arched house-fronts curving out into the green and purple water, away from the tiny square where rows of lace and majolica booths are set up and swarms of children play around the boats, while the indefatigable *cocchieri* give their horses sea baths to keep their legs from swelling.

EARLY ACTIVITY

Already, tables with white cloths and bunches of yellow mimosa are set out in front of the Café Rolando. Already, the cry "*Barca? Vuole barca?*" is heard, as the striped sweaters of the boatmen approach the figures of one or two tourists strolling down the *salita Benito Mussolini* from the carriage road. The bell tolls from San Giorgio. It is the feast of the *quaranta ores*. For forty hours, once very hour, the sacred relics will be exposed within the dim recesses of the church.

If you turn out towards the promontory, the visitors from Santa Margherita will not follow you. And straight out to sea is the lighthouse where, in olden times, the merchants of Genoa lost many a rich cargo of silks and spices, but now only a solitary fisherman sits, dipping his rod into the pools beneath the treacherous black rocks.

The path, a cobbled way through tangles of tropical plants and blossoms—glossy leaves of calla-lily, half-hidden Northern violets in bloom, and the salmon coloured petals of the century-plant—, leads now between high walls, now out into the open, where the sea falls away mistily to the left and, on the right, the cliffs are buried in masses of luxuriant foliage. In the distance, a ghost-like, ruined keep rises from a grove of cypresses.

At last, the deep shadow of the pines breaks into a white, open glare. There stands the lighthouse, at the end of the point—*punta del capo*. The sea rises and falls quietly, as though breathing. There is no wind. Far out towards the blue horizon, a row of triangle-shaped sails seems to bend and dip into the water. Across the bay, the Italian mainland, with its chain of tunnels all along the edge, stretches southward to Leghorn. One could sit here for a hundred years, dreaming, like the Eastern sages, of a perfect assimilation with God and the sun.

But it is soon time to turn back and try to find the small outdoor restaurant with the poetic name of "*ristorante dell'aurore*," where, among branches of almond and cherry, one may sit and sip a glass of *amerante* and water and watch the white cat step delicately (Continued on page 90)



COSTS LESS
than
handkerchief
washing!

KLEENEX
disposable tissues

to use and destroy

T IRED of paying for big handkerchief launderings? Then it's time to try Kleenex! You can use many individual Kleenex Tissues for the cost of having *one* handkerchief laundered!

And there's no bother. No storing soiled handkerchiefs in laundry bags—to scatter germs through other clothing.

Softest—yet strongest

Although Kleenex is the softest tissue on the market, it is also the strongest. Kleenex is made of finest rayon-cellulose, and is far more absorbent than cotton or linen.

These soft tissues are wonderful for

babies, for use as bibs, handkerchiefs, and napkins.

Try Kleenex for wiping spectacles, for cleaning silver, for dusting, for cleaning shoes, for drying razor blades.

In rolls and packages

Kleenex is now available in two sizes, the usual handkerchief size, and the larger Kleenex in big, luxurious sheets, ideal for dusting,

guest towels, and removing face creams. Kleenex also comes in rolls at 25c, in pink or white. A free sample may be obtained by writing to the Kleenex Company, Lake Michigan Building, Chicago, Illinois.

'KERFS

For dress-up occasions! Like Kleenex, but heavier... 4 thicknesses instead of 2. Finished with smart borders. Use for tea napkins as well as handkerchiefs. Big box, 25c.

KLEENEX *disposable* **TISSUES**



Imagine yourself riding in this car

Place yourself in this picture. Imagine yourself entering this spacious Cadillac interior and relaxing in the deep cushions to be whisked smoothly, swiftly and silently away. If you have ridden in one of the newer Cadillacs, you will doubtless be able to recall very clearly the superb riding qualities of the car and the uncommon attractiveness of its interior. If you have not enjoyed this experience, you may have difficulty even in imagining the extent to which motoring luxury has been carried. Cadillac prides itself on the beauty and comfort of its new interiors. The world was searched for the soft-textured materials in which these cars are

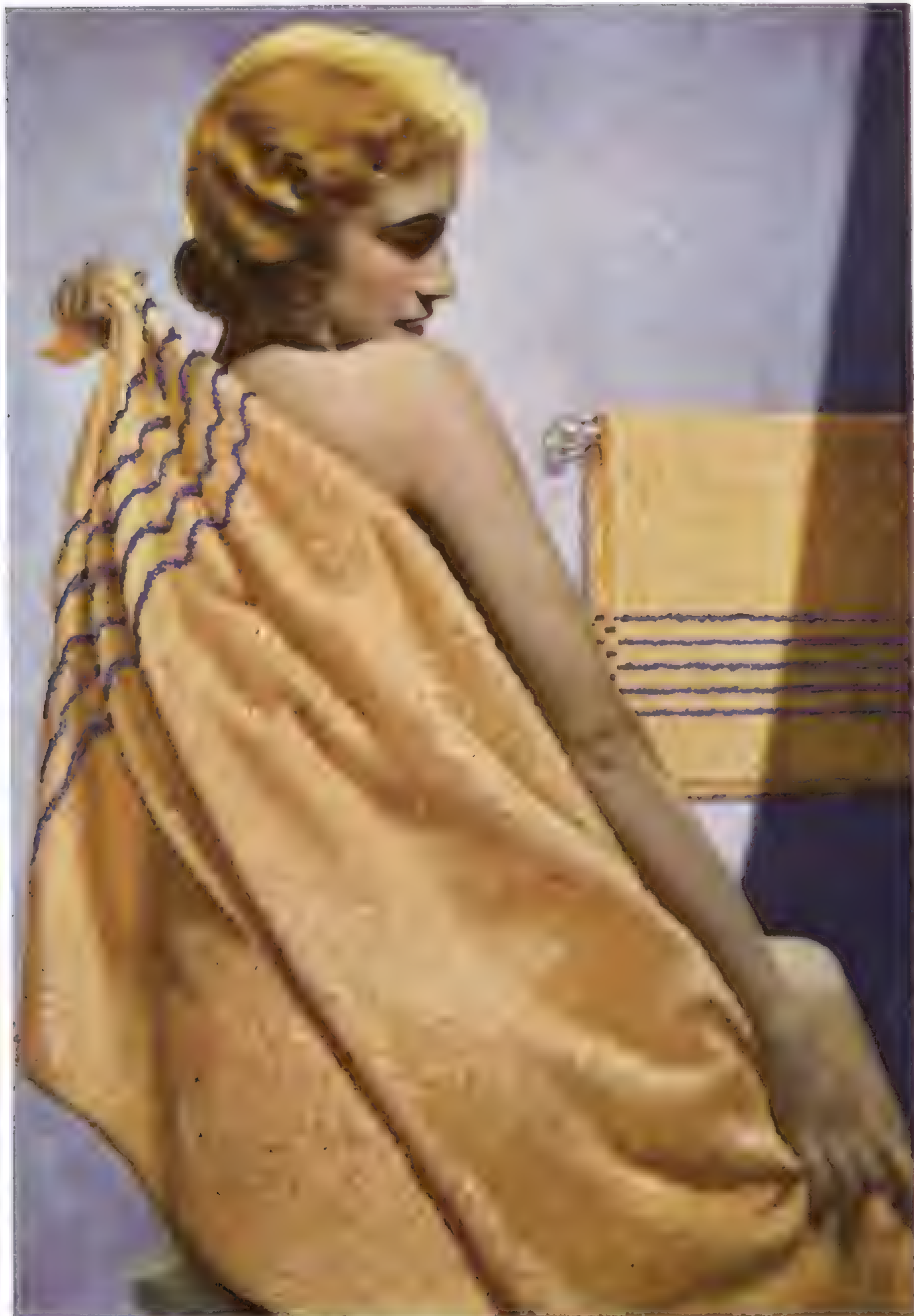
upholstered and for the rare woods which edge the windows in some of the models. Appointments and hardware were designed and executed in a manner suggesting the finest work of skilled silversmiths. Seats and cushions were built under the direction of men who have spent years in discovering just what degree of tilt, just what type of springs, just what depth of cushions give greatest riding comfort. And so it is not strange that riding in one of the new Cadillacs is an unforgettable and thoroughly delightful experience. Cadillac prices range from \$2795, LaSalle prices from \$2395, f.o.b. Detroit.

CADILLAC MOTOR CAR CO. • • • Division of General Motors

S T A N D A R D O F T H E W O R L D



Enjoy the extra luxury of Martex Towels at no extra cost



The towel above is Martex "Princess" in the new fawn color with border in contrasting stripes of blue (as shown), red, green, orchid, brown or black. Style authorities recommend the all-over plain color towels with black or contrasting borders as an interesting variation from the popular all-over patterns.

MARTEX

Bath Towels • Wash Cloths • Bath Mats • Bath Sheets

IF you had all the money in the world to spend you would probably choose Martex bath towels because there is no lovelier towel made. But today women are buying them for a far more practical reason. Because actual records of users show that *Martex is the lowest cost bath towel that can be bought.*

Ten years constant use is not uncommon for a Martex towel. Even records of fifteen to twenty years, although rare, are reported in letters from users. (Names on request).

When you divide the original cost of Martex by such length of service you will see why Martex towels actually cost you less in the end than ordinary towels.

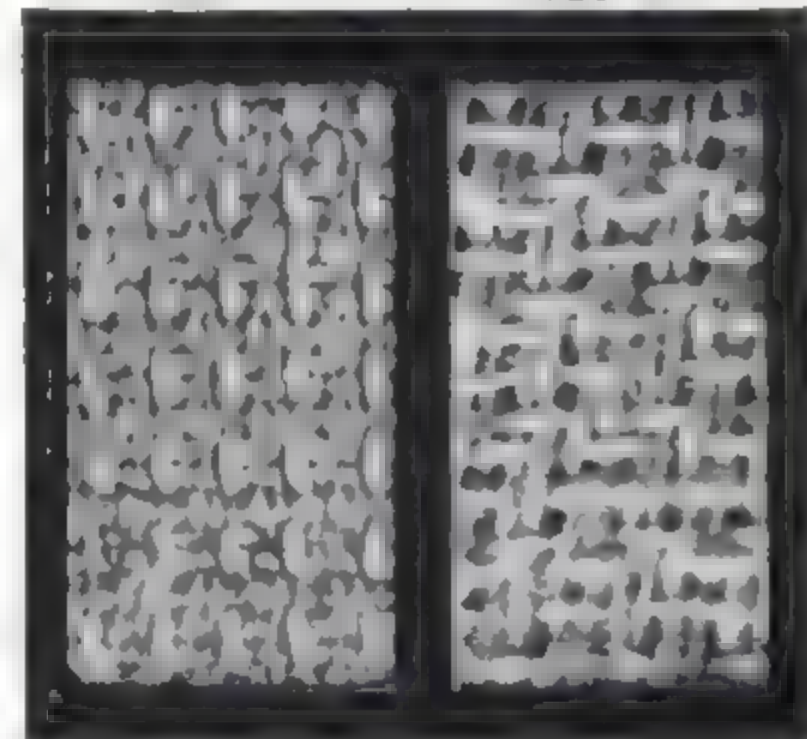
The secret of Martex's long life is in the special Martex underweave as shown in the photographs below. Martex is very closely woven. Every thread is locked tight against pulling and loosening. Martex towels will keep their deep, soft-drying texture for years after ordinary towels have been worn threadbare. Martex Division, Wellington Sears Co., 65 Worth St., New York City.

Fig. 1. shows underweave of a Martex Towel (somewhat magnified) close, strong and durable, it holds every thread firmly in place.

Fig. 2. the underweave of ordinary Turkish towel (equally magnified) is loose, open and weak.

FIG. 1

FIG. 2



The famous "Martex 35th Anniversary Special"—a 22x44 white towel with bright color border. Retail for 35c, 3 for \$1.—the biggest value ever offered in a high quality bath towel.

Martex "Oriente"—The colorful tile design of this smart, new pattern makes it particularly appropriate for the well appointed bath room.

Martex "Tuscany"—Another exquisite plain color towel distinguished by a border of rainbow Roman stripes.



Let your mirror be first to say:

//
HOW MUCH YOUNGER YOU'RE
LOOKING, MY DEAR!
//



WYNN RICHARDS

© D. G., 1932



1

FOR LINES AND WRINKLES: Cleansing Cream, Orange Flower Skin Lotion, Special Mixture, Special Toning Oil, Eye Wrinkle Paste, Patter, Astringent Cream (or Astringent Lotion if skin is oily).



2

FOR A DOUBLE CHIN: Cleansing Cream, Texture Lotion, Suppling Cream, Patter, Astringent Cream (or Astringent Lotion if skin is oily), Chin Strap.



3

FOR A CRÊPY THROAT: Cleansing Cream, Orange Flower Skin Lotion, Special Skin Cream, Patter, Circulation Ointment, Astringent Cream (or Astringent Lotion if skin is oily).

HOW ASSUREDLY YOU HALT FADING YOUTH—ONCE YOU COMMENCE DOROTHY GRAY'S HOME TREATMENTS, SO EFFICIENT, SO ECONOMICAL

WHAT confidence one has, how carefree one is, when Time takes no toll — when your face retains its youth!

Your mirror is your frank friend—watch your face in it. Protect your youth, correct age signs with the help of Dorothy Gray's home treatments.

Whether you need the preventive treatments, so necessary in the thirties, or the corrective treatments, vital in the forties, Dorothy Gray extends definite aid, specific measures designed to answer each individual facial problem.

She was, as you know, the discoverer of the 3 telltale places where facial age first appears—lines at eyes and mouth, a double chin, a crêpy throat.

Also, she was first to develop scientific preparations assembled in basic treatments.

Today these measures have reached new levels of efficiency through the exacting laboratory requirements of a permanent staff of twenty research chemists and consulting dermatologists.

Formerly, Dorothy Gray treatments could be obtained only in her noted Fifth Avenue Salon.

Today, because of simplified methods and concise directions, you can self-administer the identical treatments in the convenience of your own boudoir—yet most economically—at a tiny fraction of the cost of a Salon treatment.

Thousands of women devoted to Dorothy Gray find this the logical way to avoid the disillusionment of futile, unproven preparations.

Have you looked searchingly into your mirror lately? Please do so now—then obey its dictates. Send for the Dorothy Gray book, so clear, explicit and believable. Each facial problem—*your* facial problem—is discussed, and the exact Dorothy Gray treatments are specified. Select the one designed for *you*, at the nearest fine shop.

Dorothy Gray
683 FIFTH AVENUE / NEW YORK CITY

Dorothy Gray Salons are located in New York, Paris, Chicago, San Francisco and Los Angeles.

ECONOMY in FURS



Jaekel • 546 Fifth Avenue • New York

We offer our new collection with extraordinary pleasure—the models are, we think, the most gracious we have presented in years and it gives us the keenest satisfaction to be able to offer furs so very representative of Jaekel quality at such reasonable prices—Jaekel furs are now available at the former prices of ordinary furs. A long ermine coat costs from \$1100. Natural Mink from \$1050 and sport furs start from \$150. Naturally there are many small wraps and coats of fine furs at correspondingly low prices.

Jaekel
546 FIFTH AVENUE • NEW YORK

ALMS AND THE WOMAN

(CONTINUED FROM PAGE 82)

importance of educating women for social leadership, in the best sense of the term.

Women are said to control about forty per cent. of the wealth of the country. Too often, they are the survivors of the men who won the fortunes, but they have the final disposition of the family money. They are the recipients of eighty per cent. of the insurance fees. And, what is more significant, they are the leisured class, the ones who have time to de-

vote to outside work. It is important that they know their field thoroughly and that they are women of vision.

If you were to take the time to look up statistics of what they have accomplished—the sums they have raised for welfare work in New York City alone, for instance—you might feel a new respect for this contemporary smart woman.

Perhaps she takes her pleasure, this modern woman, in doing a difficult thing extremely well!

S H O P - H O U N D

(CONTINUED FROM PAGE 84)

• Vanity Shoes—which for many a year have been subtracting inches from debutante's toes by their famous short vamps—have now got another trick for cutting down apparent length. The Chinese heel. Just as you guessed, the idea came from China, where girls are supposed to know a thing or two about small feet. This new heel—instead of having the exaggerated curve of a high French heel—is almost straight in back, getting rid entirely of that bulge at the stern of a shoe. So far, these new Chinese heels appear only on the Vanity evening shoes—the one I especially liked was a sandal made of black velvet and

moire, narrowly piped in silver and gold. And, if you want, you may have this heel in a three-inch height—which is about the tallest heel in existence. There are two other things I want to compliment Vanity Shoes upon. One is the tone of wine suède you'll see there in a lovely opera pump with leather strapping and in a T-strap model... the nicest wine shade you ever did see, a sort of cross between wine and brown. And the other is their new price range. The shoes that last year took nearly \$30 of your cold hard cash now cost about \$17; the ones that were about \$13, are now just over \$10. Now, is that nice news or is it?

PORTOFINO, AN INEXPENSIVE PARADISE

(CONTINUED FROM PAGE 88)

along the edge of the bar. Photographs of mustachioed Italian family reunions, like old English cricket pictures, decorate the walls of the pergola. An advertisement over the bar announces that "*la bella famiglia Italiana*"—Grandpa, Grandma, Aunt, Uncle, Mother, Father, Brother Emanuele, Carlo, Pietro, Giuseppina, and Baby—drink Ferro-China-Baliva before their meals.

"*Da Santa Margherita?*"

"*Da Portofino.*"

The signora beams and goes back to her cooking, which sends out a delicious odour of artichokes frying in oil.

Soon, it will be dinner-time at the Piccolo Albergo, too, and the elderly painter in hat and overcoat, who is sketching the church, will put up his brushes, and the English carrying their Baedekers in striped jute bags, which one buys for ten lire, will come in from their walks, and little

Erminia, the chambermaid, will go through the house ringing a big bell to remind the stragglers.

It is fresh and cool in the dining-room, after the glare outside. The lady with a pair of eye-glasses on a chain and spring, tucks up her napkin over her square bosom. The Italians chatter gaily in their corner, behind the drawn blind. There come the rival parties—the bridgers and the motorists. The quaint young girl in the flowered jacket and red camellia rolls her eyes towards the two lean Americans from the Middle West. They are so kind, and she is so lovely.

Everybody is delighted because the sun shines every day, and the figs and dates are so delicious, and the hotel is so very cheap and comfortable.

As for you—you will want nothing more than to bask in a corner like a lizard, for you have found a perfect place—Portofino.

ELIZABETH HOUGHTON WHARTON

Vogue will be glad to send you upon request a booklet, "Give Beauty a Hand," which discusses the care and beautifying of the hands, arms, and finger-nails. Address Vogue's Beauty Editor, Graybar Building, Lexington at Forty-Third Street, New York City



Is Your Hair Handicap or Asset?

Hair, to be an asset, must be more than lustrous to the sight and soft to the touch. It must be immaculate, clean, free from the singed odor of curling iron, the scent of natural oils and perspiration. For these are handicaps which cannot be effectively banished by the occasional 'though necessary shampoo. The hair requires an application of Lotion Individuelle, after the shampoo, before the wave, to perfume it delicately but lastingly with fragrances of special concentration. Lotion Individuelle rinses the hair of clinging grime, oil and soap residues, leaving it soft, supple, more receptive to the wave, which sets with a beautiful naturalness.

LOTION INDIVIDUELLE

OBTAINED AT AND APPLIED IN HAIRDRESSING
ESTABLISHMENTS EXCLUSIVELY

Odeurs

QUELQUES FLEURS
IDÉAL
BOIS DORMANT
AU MATIN
ETC.

HOUBIGANT

PARIS



Betty Belle—daintiest of

DIMITIES

Your little darlings will be simply irresistible in these cute dimities so smartly styled by Butterfield. Pinks as fresh as their cheeks, blues to match their eyes, yellows like the sunshine on their curls — there's nothing daintier than *dimity* for girls of all ages.

• They're a great success as curtains, bedspreads, and dressing table covers, too, and we hardly need tell you that Betty Belle Dimities just *grin* at soapsuds and sun. Be sure to ask for Butterfield's and look for the name on the end of the bolt.

Butterfield on a fabric is a quality guarantee.

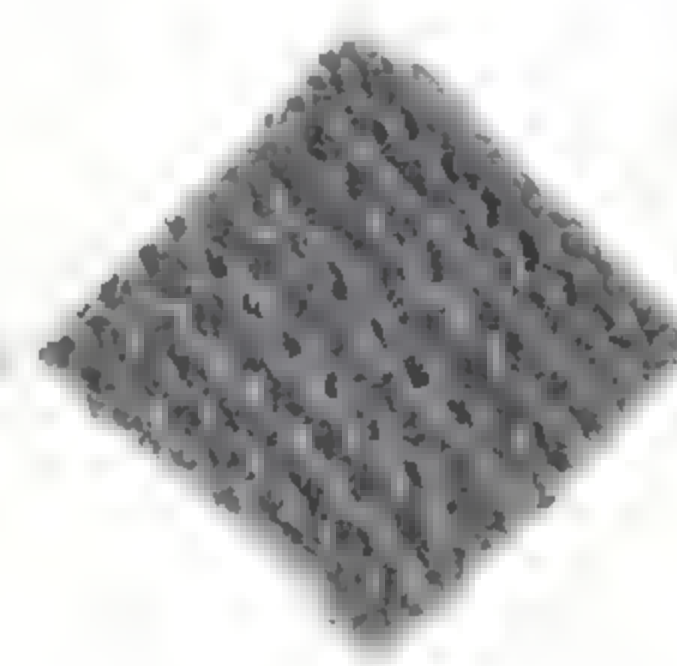
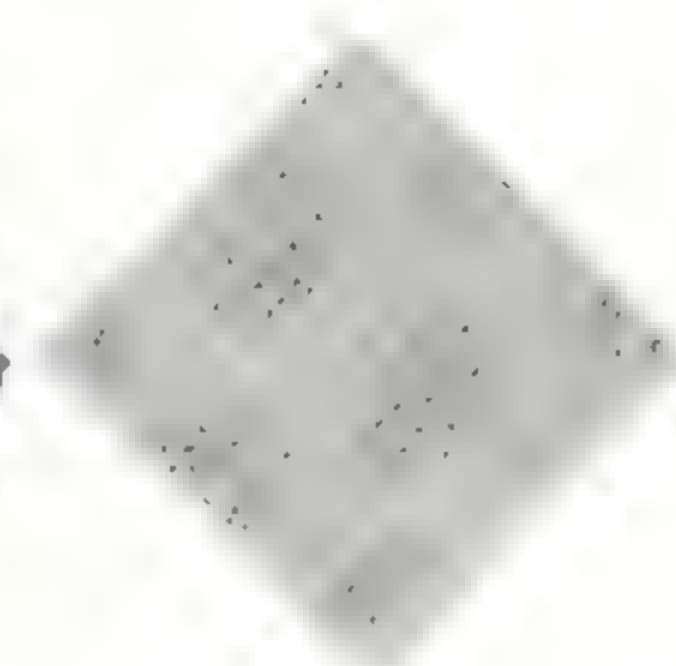
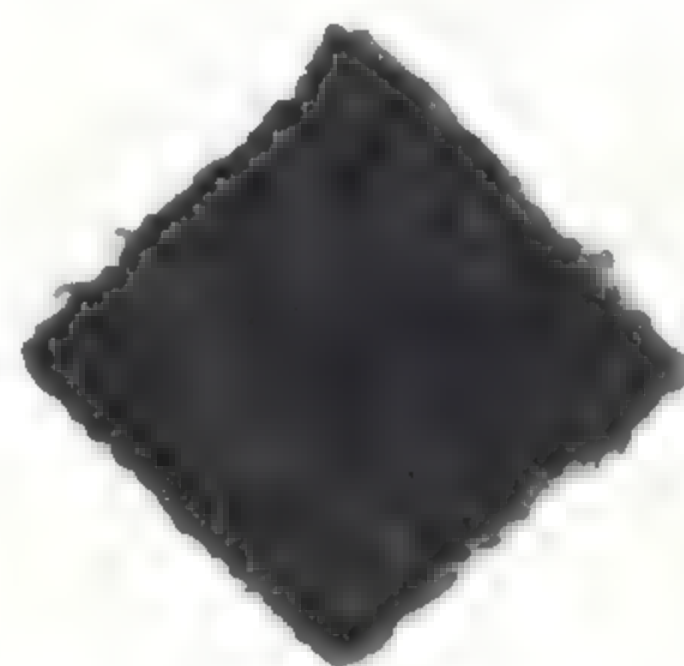
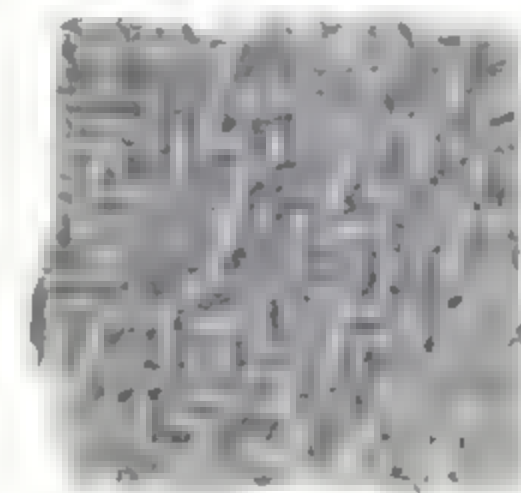
BUTTERFIELD FABRICS

FRED BUTTERFIELD & CO., INC., 361 BROADWAY, NEW YORK, N.Y.

THE CLOTH MAKES THE CLOTHES

For this decisively cut dress, "Doudouce," Goupy uses a shaggy beige wool, Meyer's "Cyngalya armuré" (below); Jay-Thorpe

Lucile Paray's gilet-blouse "Décision," shown at the extreme right, is of white wool jersey. It is from Saks-Fifth Avenue



Lelong chose a gay green sweater-knit wool from the Maison Lambert for this suit, "Ricochet." Note the striped blouse

Goetz's façonné woollen, fine and supple as silk, makes Maggy Rouff's beige dress, "Boule de Laine," from Bergdorf Goodman

Cut and cloth and steel buttons account for the dash of Molyneux's coat, "II," of Dormeuil's beige wool; Jay-Thorpe



BY ROGERS, LUNT & BOWLEN • GREENFIELD, MASS.

American Directoire • Sterling

Of all the fine things you own Sterling Silver can give one of the greatest pleasures. Its beauty is constant . . . its value everlasting. Always a symbol to your friends and indeed to your children's children of your

appreciation for things worth-while. And there is no lovelier pattern to cherish through all the years than AMERICAN DIRECTOIRE . . . this new design of exquisite, classic beauty and outstanding distinction.



Modern bathroom hospitality demands quiet. This new "Standard" One-Piece Toilet is so quiet that it cannot be heard outside the bathroom. It is new also in other modern features of design. Compact—its height is one third less than the average fixture. The tank and bowl are made in one piece of genuine vitreous china.

See this new fixture in white and colors at "Standard" showrooms or send for booklet.

Standard Sanitary Mfg. Co.
PITTSBURGH, PA.

Priced at \$39.30, plus installation

AMERICAN RADIATOR & STANDARD SANITARY CORPORATION

This attractive window spot was created in 60 seconds. A simple change and vast improvement in living room appearance. Imagine the charm it would add to your home! It isn't costly to modernize with these American Radiator Enclosures. Modern in design, practical in purpose, they mark a home abreast of the times. Consisting of four simple parts, the "OK" Arco Enclosure shown is made to fit Arco and Corto radiators of all dimensions. Send for our booklet—"The Radiator Goes Modern".

AMERICAN RADIATOR COMPANY
40 WEST 40th ST., NEW YORK, N. Y.



Mouth-Happiness IN 3 MOVES...

MOVE NO. 1

Light a Spud. Don't let its menthol coolness take you off-guard. That's where Old Man Habit may try to head you off. Good players always look several moves ahead to the objective. And Move No. 1 in Spuds leads to mouth-happiness.



MOVE NO. 2

Smoke several Spuds. The menthol taste is gone . . . the coolness remains. Old Man Habit is surrounded. He is about ready to admit that Spud's moist-cool, clean taste keeps your palate keen and increases your tobacco enjoyment.



MOVE NO. 3

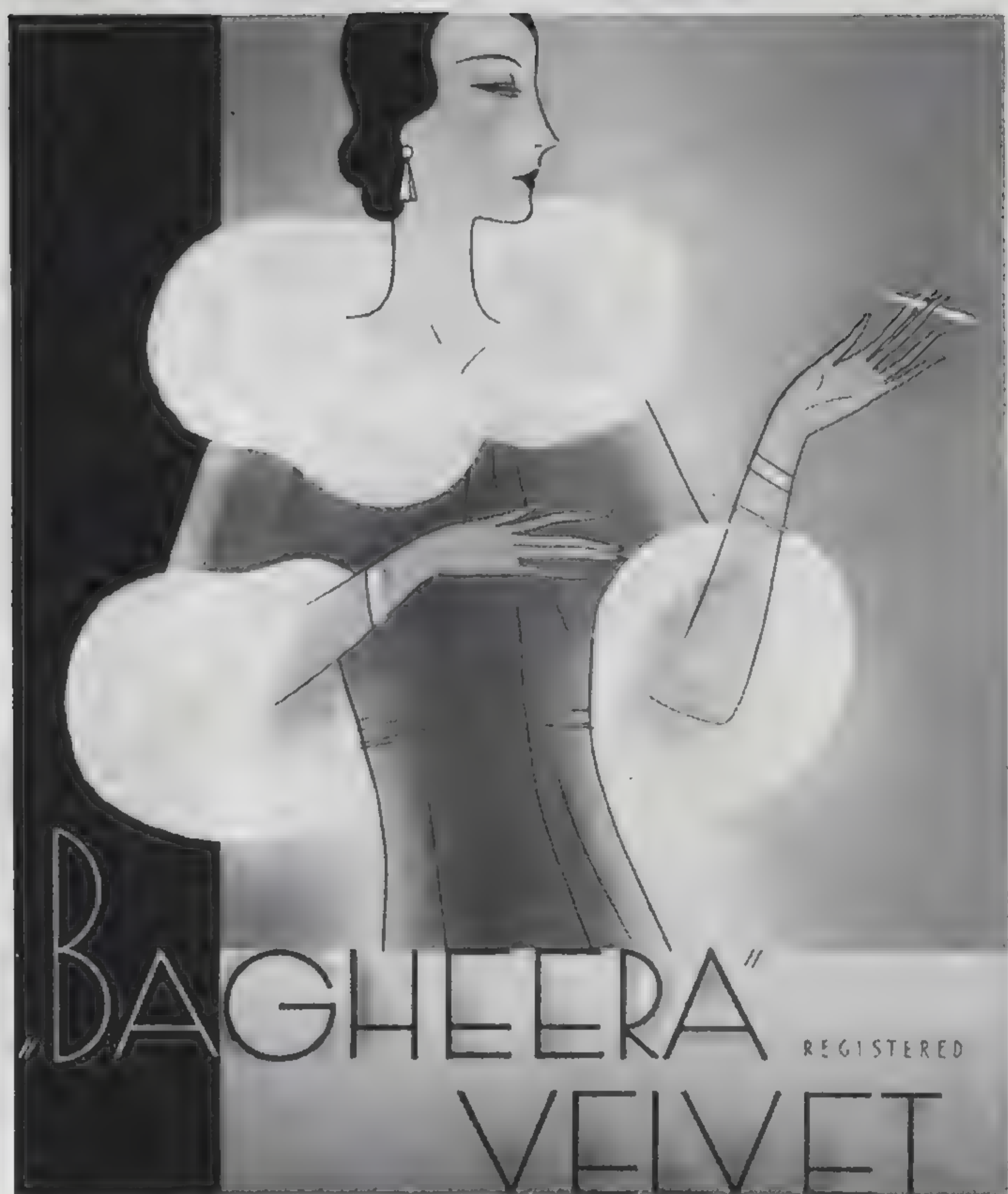
Smoke through a pack of Spuds. You've mated Old Man Habit. You've acquired the taste for Spud. You've gained your objective . . . Spud's fine tobacco flavor, Spud's continual cool, clean taste . . . Spud's mouth-happiness.



SPUD

MENTHOL-COOLED CIGARETTES • 20 FOR 20c

(30c IN CANADA) • THE AXTON-FISHER TOBACCO CO., INC., LOUISVILLE, KENTUCKY



DULL-FACED.
UNCUT.
ALL-SILK.
OPULENT.

Created by
**COUDURIER
FRUCTUS
DESCHER**

Paris • Lyon
& 16 E. 34th Street, New York

for the Most Elegant

**FROCKS • GOWNS • WRAPS
HATS • SHOES • GLOVES • BAGS**

Obtainable by the Yard in the Silk Departments of
the Most Eminent Establishments . . . Including:

NEW YORK CITY

Lord & Taylor
James McCutcheon
B. Altman & Co.
John Wanamaker

LOS ANGELES

Coulter D. G. Co.
J. W. Robinson Co.
The May Co.

SAN FRANCISCO

Raphael Weill & Co., Inc.
The Emporium
City of Paris D. G. Co.

CHICAGO

Charles A. Stevens

MINNEAPOLIS

Amluxen-Ellwood Co., Inc.

INDIANAPOLIS

L. S. Ayres & Co.

CLEVELAND

Halle Bros. Co.

CINCINNATI

H. & S. Pogue Co.

MILWAUKEE

The Bonesho-Shaidnagle Co.

Also Available in the Smartest Ready-Made Styles
Featured by the Fashionable Stores Throughout the Country

**YOU CAN IDENTIFY "BAGHEERA" BY THE
PRESENCE OF THE NAME ON THE SELVAGE**

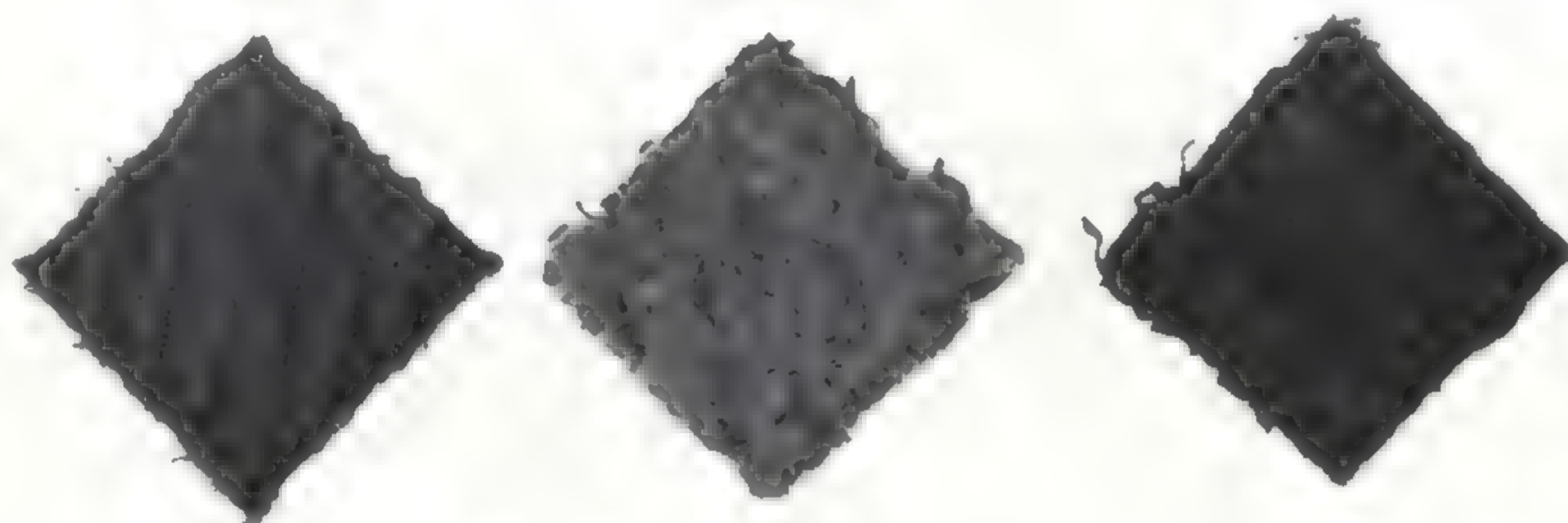
RIBS AND RIDGES CORRUGATE THE WOOLS

OF THE AUTUMN



There's a geranium sweat-
er beneath the jacket of
Chantal's "Zèbre et Zèb-
rine," of Rodier's "Mira-
ïa"; Bergdorf Goodman

Meyer's ridged wool, "Plis-
selya," in navy makes this
Maggy Rouff dress, "Pa-
rade" (left); red and sil-
ver clamps; Jay-Thorp



Goupy makes a good
dress, "Hop-là," even bet-
ter by using Montescourt's
green ribbed wool and
beige suède; from Bendel

Carette did this dress,
"Pierre," in blazing green,
of Rodier's "Djersagor."
The quilt-collar is new.
From Saks-Fifth Avenue

Again—the famous ridged
"Plisselya," of Meyer's—
here used in Chantal's
black coat, "Noir de
Chine," with breitschwanz

"as if you had just stepped from my Salon"



KATHLEEN MARY QUINLAN

My Exquisite Finishing Treatment—

easily followed at home . . .

makes your skin appear finer-textured,

younger, more radiant

SINCE the beginning of the art of make-up, specialists in beauty have sought the perfect finish—one that would make women's skin look infinitely more exquisite and more glamorous . . . yet at the same time be beneficial to its texture.

I have found it. And the hundreds of beautiful women who come to my New York Salon have found this new loveliness—in my Finishing Treatment.

For this treatment I use my Make-Up Lotion (perfect powder foundation) and my luxurious Poudre des Perles. With just these two preparations you can achieve in your own home a perfect finish that will insure the success of your most gala evenings!

My Favorite Preparation

Perhaps you have tried other powder bases in liquid form and been disappointed? You will be enchanted with Make-Up Lotion! You will understand why one of my clients exclaimed, "Miss Quinlan, if I had to give up all but one of your many marvelous preparations, Make-Up Lotion is the one I would cling to!"

Make-Up Lotion leaves no powder in patches, does not lend a made-up, artificial appearance. It prepares your skin delicately, exquisitely for powder, leaving it an even, pearly, radiant skin tone. It cannot clog the tiniest pores. It does not come out

later in shiny drops of oil. And every application benefits your skin. Make-Up Lotion contains a mild antiseptic which helps to keep your skin clear and alive.

The Treatment

Choose the shade of Make-Up Lotion that matches your skin tone—Flesh, Light Cream, Dark Cream or Tan. Saturate a pad of cotton and pat on gently. Smooth with finger tips.

Now, choose Poudre des Perles in perfectly harmonizing tone. The lovely new glass jar will help you to do this. Poudre des Perles is silken-textured, clinging, luxurious. Pat it on liberally with a clean puff. Dust off the surplus. Finally, smooth it with your finger tips.

Your skin looks exquisite . . . fresher . . . fairer . . . younger. Follow my Finishing Method and the world will catch its breath.

Other Treatments in my series for effective home care are for Complete Cleansing; for Scientific Nourishing and Firming; for Double Chin and Sagging Muscles; for Stimulating Circulation; for Blackheads and Large Pores; for Acne; for Quick Rejuvenation before Make-Up; for Keeping Eyes Young. Each treatment requires only two preparations. All my preparations—together with treatment booklets for home care—will be found at the better stores. Or, you may write me direct at the Salon—655 Fifth Avenue, New York.

© 1932, Kathleen Mary Quinlan, Inc.

Kathleen Mary Quinlan



My Make-Up Lotion and
my Poudre des Perles



OUR FIVE-POINT PROGRAM

(CONTINUED FROM PAGE 32)

up tightly and solemnly under the chin. Or look twice, if you see it, at a silk-jersey dress—cabbage-red again—with shirred ribbon rosettes. In fact, it is a bit of shirred Schiaparelli ribbon that's a good thing to have somewhere on your dress.

Another amusing dress that you may run across is Vionnet's orange crêpe model, shirred around and around the neck like a doll's dress and tied with a draw-string, which you can draw up as tight as you happen to like it. Always, when you are picking a dress, see how the sleeve is set in. Something funny should happen there—there should be a pushed-out look, or tucks that sweep the line out, or set-in Vionnet tricks, or a dropped shoulder-line with a billow beneath it. Ask for Lanvin copies if you are out for an afternoon dress, because the buyers have brought back beautiful ones, notably a dark cerise crêpe. Learn to use the term Bagheera, too—Bagheera, that velvet that is so dull and discreet that you couldn't possibly look *chi-chi* in it anywhere. If you happen to be an actress, or a lady concert singer, or a girl who likes a dramatic dress, look out for a gold lamé afternoon suit. It has more dash of its kind than any other we have seen in years. Lilyan Tashman is already wearing it.

satin, and even that very shiny black ciré satin (turn to page 38 of the October 1 issue of Vogue, for an example), is the smartest thing you could possibly get, white satin, perhaps because we have had so much of it, is temporarily dead and gone. If you don't demand too much wear out of your evening dresses, Schiaparelli's cabbage-red jersey-satin evening dress is wonderfully effective. Simply a sheath of that horsch-red with a naked back and a lovely little "behind" of cabbage-red jersey-satin stuck on.

If you are dressing the young, ask for Chanel's velveteen evening dresses. (You'll find two of these photographed on page 33 of this issue.) They are to this winter what white piqué was to last summer. In other words, ideal for a fresh, tailored-looking, slim-hipped girl who does her hair neatly and holds herself well. They are especially nice in a queer sort of Nattier-blue or in a very pale, pale green. They have square-cut necks with uncompromising shoulder-straps and rhinestone buttons that march right up the front, and then there is a little scarf, no end amusing, which sits on the neck with a flat bow at the back and two short ends hanging down like a tippet.

There is no one material this winter to take the place of that omnipresent rough crêpe of a year ago. Tulles and chiffons have taken back seats for the moment, laces are only occasionally used, the only sheer, sheer material is Lanvin's Indian gauze, which gives somewhat the effect of organdie, only with fine stripes or polka-dots in silver. It swirls out like a breeze all the way round, and it calls to mind a débutante, at once, with a round bouquet of gardenias clutched in her little fist, gliding around the floor to the strains of "*Parlez-moi d'amour*."

A word only about evening wraps, and that is to say, get any length you please. If you don't have to motor long distances to dinner, get a cape, because it is newer, and, if you get a long velvet coat right down to the ground, get it furless or all fur, or luxuriously, not meagrely, fur-trimmed. A violet velvet coat, furless, sweeping to the ground, is worth looking for.

NEW SPORTS CLOTHES: At the time of writing, the new sports clothes have not all come in, so we are going to reserve details for our next issue, but it might interest you to know that what is usually considered the smartest woman in New York has come back from London with no less than ten suede leather suits in a variety of colours, like wine and brown—that every one is buying sports clothes in bits and putting them together in the wildest combinations possible—and that the colour we see again and again and again in the woolly, tweedy regions is violent, sour, lemon-yellow. But more of this anon.

A NEW EVENING DRESS: The only way you can tell a semi-evening dress is by its ankle length. That very ankle length makes the semi-evening dress absolutely impossible to wear for afternoon. Too many women fail to make the distinction. This is the great American mistake, and it is because so many people who should know better make it that you see, on Sunday afternoons in the populated sections of the cities, tired-looking holiday makers of many races dragging about the dusty streets with their long dresses sweeping the dirty pavement. The semi-evening dress is discreet, but gay, and definitely evening. There are literally millions of them in town. For dinner conversation purposes, the wool dresses are amusing, because they sound strange and wild and new. Actually, the broadcloth and the kasha dresses that came out at the end of the summer have died a natural death, because they are too heavy, and there remain only woollens so novel and peculiar that you would have to look twice to know that they are woollens—fine, thin woollens and queer, intricate wool laces.

The big news for evening here, as in Paris, is velvet, velvet as you and I know it, and velvet in new dull versions that we have never seen before—velvet in bright, bright shades. There are beautiful copies of Vionnet dresses to be had, of black velvet, with mandarin-red velvet tops swathed about the bosom, or black velvet with tangerine velvet tops. This same model, incidentally, is divine, divine, of white crêpe roma with a rich magenta-purple top. Curiously enough, while black

NEW INFORMATION

on Hair Care and Beauty

FOR THE MODERN WOMAN

Here is a new method of hair treatment and shampooing unlike anything you have ever used before, either in your salon or at home. It is most unusual in its application and in its results; and will impart a new beauty to your hair that can be vividly seen after the first treatment.

Admiración, the Soapless Shampoo, is more than a shampoo. It has a definite therapeutic value. It contains a newly discovered scalp food—a substance actually present in healthy scalps—that is remarkably efficacious for all forms of scalp disorders, dandruff, dry

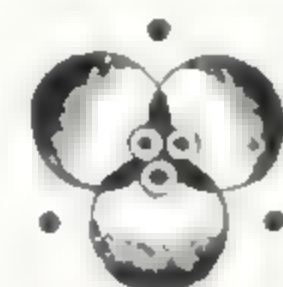
and oily types, and falling hair.

Admiración contains no soap, no alcohol, no alkali, no benzine, and rinses easily from the hair, leaving it soft, lustrous and silky. No lemon or other after-rinse is necessary. It sounds almost too good to be true—but it is, and the secrets this excitingly new shampoo and scalp treatment will reveal can be seen in your own boudoir mirror. Order a bottle of Admiración today, four ounces, 50 cents, from your favorite toiletries counter or from the National Oil Products Company, Dept. S., Harrison, New Jersey.

ADMIRACIÓN DELUXE, a specially prepared product for professional use may be obtained at leading salons. Ask for an ADMIRACIÓN DELUXE TREATMENT before your next wave or permanent. It nourishes the scalp while it beautifies the hair.

Admiración

the soapless shampoo



Triumph from 9 to 6

in this indispensable costume of *Viyella*

**This year, more than ever,
it's the fabric that marks
the smart costume**

FOR that one smart dress in your wardrobe that bears itself proudly at every daytime occasion you'll find no fabric more dashing or more blessedly dependable than Viyella.

This famous British fabric washes and *never fades*. Most remarkable of all it does not shrink to any appreciable extent. You'll find that Viyella comes out of countless tubbings every bit as bright and sure of itself as when you bought it. If you are not satisfied, it may be returned.

Viyella comes in an enchanting range of weaves and colors, suitable for every daytime and evening occasion.

● The dress illustrated has the swagger wrap-around skirt so chic this Fall and the jacket can be worn either buttoned up to the neck or opened in revers as shown. Of a new black and white Viyella weave with shallow cape collar of black Viyella. Also bright red, green, burgundy with beige; bright blue with white. Or you may want to choose one of the many other interesting Viyella designs. Send for swatches of this distinctive fabric.



Viyella design.
Tones of green,
brown, red, blue, or
brown and yellow.

Viyella design.
Green, yellow, cocoa,
deep blue, and red.

Viyella design.
Red, brown, green,
blue, and black,
on white.

● Vogue No. 6105—This smartly simple design has that flair which Viyella invariably contributes to any costume. For Viyella is impeccably correct in weave, color and texture. Other patterns suitable for Viyella are made by McCall's and Butterick.

WM. HOLLINS & CO., INC., DEPT. V-1 • NEW YORK, N. Y.
Please send me swatches of Viyella designs and combinations suitable for Vogue Pattern No. 6105.

Name _____

Address _____

Delman Shoes are

Hand Made



● WEDOR—In Brown kid and Brown suede; also in all Black or Brown Suede, with blending piping. Smartly ornamented with enamel buttons.

Only hand workmanship can create the perfect-fitting loveliness of original Delman designs . . . priced modestly for those who demand the finest. Delman Shoes are available for your selection at the following smart shops:

DELMAN

Delman Building · 558 Madison Ave. · New York

J. P. Allen Company . . Atlanta, Ga.
Boston Store . . Milwaukee, Wisc.
Cotrell & Leonard . . Albany, N. Y.
Delman Shoe Salon . . Chicago, Ill.
Delman Shoe Salon Miami Beach, Fla.
Delman Shoe Salon Palm Beach, Fla.
Famous-Barr Company St. Louis, Mo.
French Boot Shop, Inc. . Tulsa, Okla.
Haas Brothers Company Omaha, Nebr.
Phil. M. Halle & Son Memphis, Tenn.
Harzfeld's, Inc. . . Kansas City, Mo.
House of Wenger . . Philadelphia, Pa.
C. Crawford Hollidge . Boston, Mass.
Jelleff's Washington, D. C.

Kaufmann's, Inc. . . Pittsburgh, Pa.
Frederick Loeser & Co. . Bklyn., N.Y.
Mandel Brothers, Inc. . Chicago, Ill.
The May Company Los Angeles, Calif.
Neiman-Marcus Co. . Dallas, Texas
The Neusteter Company Denver, Colo.
O'Malley's, Inc. . . Syracuse, N. Y.
Olds, Wortman & King Portland, Oregon
Ransohoffs . . San Francisco, Calif.
J. W. Robinson Co. Los Angeles, Calif.
L. Slesinger & Son, Inc. Baltimore, Md.
Margaret L. Smith Shop Honolulu, Hawaii
Tait, Inc. Reno, Nevada

VOGUE POINTS FROM PARIS

A NEW STOCKING—the colour of ripe figs: Paris has brought out some new stocking colours. The shades are warm and colourful, but the stockings themselves are thin, which subdues and lightens the effect. The most exciting colour—seen in the hand—is like the inside of ripe figs. We see these stockings worn with very dark woollens; preferably with dark brown shoes. There is another slightly diluted, slightly greyed version of the same colour, which would be smart with black. Also, there are new golden-brown-beige shades—a much deeper and browner beige than anything we are accustomed to. Some women may like these for sports and semisports wear; they ought to be good with dark greys. But the fig colours are the exciting new note. They are to be had from Saks-Fifth Avenue.

● A NEW PERFUME—Marie Belair, who makes hats for smart Frenchwomen in her charming rose-and-white and nickel-and-mirror salon, has just brought out a new perfume. It is called "Tubéreuse," and Madame Blacque-Belair says it is the first time, so far as she knows, that any one has thought of making a perfume from this flower. It has a delicious scent, rather strong and vigorous, but not in the least cloying.

● A NEW SPORTS HAT—Marie Belair has designed a new sports hat of brown felt. It's perfectly simple, perfectly classic, with a shallow, square, folded-in crown and a brim that you roll up or snap down. It's new in that, instead of being round, it runs oblong from the front to the back of the head, which gives an entirely new look to your cranium.

● VELVET—EVEN FOR GLOVES—You may have heard that velvet gloves were worn at the races. So they were—emerald-green velvet over the back of the hand and a lighter green kid palm. Quite Ye Merrie Huntswoman in effect. Just the same, with all the interest there is in velvet and the increasing number of velvet accessories, it wasn't surprising that Talbot should bring out some wearable velvet gloves—nothing for every day, but something to complement certain formal costumes. They are made of the new velvet, Bagheera, in black, with three rows of chenille to finish the top—charming in contrast to the sooty black of the gloves themselves.

● TALBOT'S TWO-TONED VEILS—Talbot is showing some two-toned veils; that is, a spider-webby green veil over a spider-webby blue veil, and vice versa. They cover the tip of the nose and cast a becoming light and a nice little aura of mystery even to honest faces, we are told. Saks-Fifth Avenue has them, in the millinery department.

● MAINBOCHER'S TWO-TONED SCARFS—Mainbocher has just brought out some shantung scarfs in two colours—an oblong strip of red, for example, with an oblong strip of grey, set off by a double line of black down the centre, where they are joined. Very simple, very smart. The queerer the combination of colour, the better.

● WHAT TO DO WITH YOUR OLD DIAMONDS—If some great-aunt bequeathed you a diamond sunburst, or a diamond crescent, or one of those monumental diamond crowns, you can lump all the small diamonds together into a very smart new ring. Madame Alfred Fabre-Luce wears a heavy, platinum, cabochon-shaped ring with small diamonds thickly encrusted in the top. Boivin set it for her. It's one of the newest-looking pieces of jewelry we have seen.

● SCHIAPARELLI IS NEVER IDLE—Schiaparelli is turning out a new little crocheted or knitted cap every day or two. Most of the newest are round shallow crowns worked into tight, narrow bands. She knits these out of navy-blue yarn, out of fish-line, out of string—any old thing. She makes a white crochet cotton yachting cap—visor and all. Not for the masses, but some one might wear it in an amusing way.

Schiaparelli is making, also, some bags out of her dress materials and fastening them with elongated cylindrical clips. These are to be found at Hattie Carnegie's.

● AGNÈS HAS ANOTHER IDEA—Agnès has thought up something else again. She is wearing—and will sell, on request—a cape made of black astrakhan strips, which look like heavy black curtain fringe. The strips are attached to a flat, narrow band that sets around the base of the neck, the fur fringe reaching not quite to the elbows. A cape, of course, for a very special type.

● WORTH HELPS OUT THE DEPRESSION—Worth is featuring a new face powder, with a nice, inexpensive presentation—in hexagonal white cardboard boxes with narrow red rims. There's a great deal of life to the shades—a pinkish-flesh colour, a good tannish-ochre (which does not cake and turn orange), and a rose-ochre, which blends into the average skin. Excellent powder at a reasonable price.

● TRAVELLER'S COSMETIC AID—Mary Stuart has just opened up some new rooms at her old address on the place Vendôme—very simple and very pleasant they are, with a lovely rosy glow cast by voile curtains—the top layer white, the under-layer rose, in the approved French way. She has something interesting in the way of aluminum travelling-cases. The bottles are shaped like French *bidons* (meaning tin cans), and the jars and boxes are made of aluminum, too. This takes ten pounds, twenty pounds off your luggage right away, depending how much of a beauty shop you travel around with.

Mary Stuart's newest product is a gland cream, made out of eye of newt and tongue of frog; also snake and viper glands. For all that, it has a pleasant consistency and smell. More fun and more obviously effective is Mary Stuart's Massage Glacial. You put it on two hours before going out in the evening, let it congeal on your face, and, when you peel it off, you take off ten years—or thereabouts!

We copied the perfect quality in each that made 3 costly powders famous



*Clinging, thistledown texture
...flattering shades... perfume
smart as the Rue de la Paix*

WE TOOK three expensive powders famous in Paris and America each for one special quality.

We copied these three famous qualities—and created the new Pond's Face Powder!

One renowned French powder is adored by smart women for its illusive, ravishing perfume. It costs \$10.00.

Another is famous for its soft texture which clings long to the skin; its price is \$2.20.

The third, an American powder of great prestige, has perfectly blending skin tones that smart

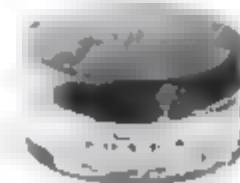
women of every type clamor for; it costs \$3.00.

You can buy the new Pond's at an incredibly low price—\$1.00! This is the same policy which brings you Pond's world-famous Cold and Vanishing Creams at such low cost.

Pond's Face Powder comes in a crystal jar like only the most expensive powders. The perfume will not evaporate, and you can see just the shade you are buying.

FOUR perfectly blending shades: NATURELLE—for fair-skinned blondes; LIGHT CREAM—for darker skinned

blondes and clear-skinned brunettes; ROSE CREAM—for blondes with a ruddy complexion and brunettes with color; BRUNETTE for sun-tanned blondes, olive skins and all types who prefer a warm skin tone.



Send 10¢ (to cover cost of postage and packing) for a FREE sample.

POND'S EXTRACT COMPANY, Dept. N • 110 Hudson St., New York

Check choice of color:

Naturelle ☐ Light Cream ☐ Rose Cream ☐ Brunette ☐

Name _____

Street _____

City _____ State _____

Copyright, 1932, Pond's Extract Company

POND'S new face powder \$1.00

Tune in on Pond's every Friday, 9:30 P. M., E. S. T. The program of continuous dance music rhythmized for actual dancing. Leo Reisman and his Orchestra. WEA and NBC Network.

"A Wisp of Comfort"



● UPPER FIGURE: Regulation Vassarette Pantie with form-fitting Vassarette Vest. LOWER FIGURE: Brief Vassarette Pantie with uplift Vassarette Bandeau.

Vassarette Under-Garments, so smart, and soft and light, are very snug for snappy weather

WHEN Vassar introduced these garments what a furore they caused. Vassar has always made individual things of individual quality and these Vassarette Panties, Vests and Bandeaux simply breezed into popularity... followed, as always, by a host of imitators. But smart women... that is, smart shoppers as well as smart dressers... knew that only Vassar could make Vassarettes. How true! For Vassarette Under-Garments are form-fitted in the hand-knitted manner by a process invented by Vassar. With amazing elasticity they stretch from side to side, or up or down. Stretch where they should, but never stretch out of shape... even with washing! And how smoothly they fit. In lisle, silk, angora-and-silk, wool, and mixtures... \$1.50 to \$5 the garment. Vassar Swiss Underwear Co., 2551 Diversey Ave., Chicago.

VASSARETTE

UNDERGARMENTS

SEEN ON THE STAGE

(CONTINUED FROM PAGE 40)

she should triumph: she should overlook, however much she might deplore, the indiscretion of the son of another Boston Grande Dame, for her Boston represents a tradition, a tradition stronger than morals or even manners. In her cosmos, a Back Bay Grant, like the king, may do wrong, but he can do no wrong. Illogical as it is, it would be Mrs. Windrew's logic—and good farce.

In spite of its many shortcomings, however, "Here To-day," once it gets underway, is diverting. The actors and the director, as much if not more than the author, make it so. Ruth Gordon's fluttery, rippling method is exactly right for the rôle she plays—and delightful. Unlike most young actresses in our theatre, before she undertakes a part, she finds out what she must do, whether she can do it and how. She commands her stage. Charlotte Granville's Grande Dame is excellent—redolent of Olympic Boston, at least as outsiders imagine it. One feels always that Sally Bates as the daughter is a product of the east bank of the Charles and yet part of the rest of the world and of her time. Donald Macdonald, while not happily cast, and Charles Brown play with verve and conviction.

The program credits George Kaufman merely with the direction. But many things in the play indicate that he did more than that. Raymond Sovey's settings are bright and cheerful; they catch the mood of the farce. In sum, "Here To-day" is a merry tour de force that might have been uproarious. Despite its many faults, it is entertaining most of the time.

"BEST YEARS"

The drama of the fortnight deals with mother love—that fine, beautiful thing which can also be so cruel and selfish. In "Best Years," it is cruel and selfish. Raymond Van Sickle, the author, is so extreme that he comes near to defeating his own ends—in fact, he does in a number of crucial places. Sidney Howard's "The Silver Cord" treated the same theme in a fair, tempered manner; it is rightly regarded as one of the memorable plays of the last few years.

Van Sickle knows his people and their environment thoroughly. His use of telling detail is remarkable. He has a real sense of "theatre," but it leans too far in the direction of melodrama—worked-up big scenes, violence, the employment of obvious theatrical devices, the injection of outworn and not comic "comedy relief." And he shamelessly dodges his problems by having the mother die at the end. For the most part, however, "Best Years" is engrossing, and, in certain scenes, it is moving.

An admirable cast has been adroitly directed by Priestly Morrison. Katherine Alexander brings charm, beauty, and a rare spiritual clarity to the rôle of the tender, sympathetic, self-sacrificing daughter, whose life is nearly ruined by her mother's selfishness and jealousy. Her performance would approach perfection were it not for the fact that she is too well-bred, too delicate and refined for a girl reared as she evidently has been, who has never ventured far from the

environment in which we find her; she is not "small town." But the pleasure of seeing and hearing her makes one oblivious of that while the play is progressing.

Jean Adair acts the mother in the spirit and with the emphasis of the dramatist. She interprets the character as the author has conceived her—one of the tests of a good histrionic artist. Two "character" bits are well played by Mary Horne and Thomas Reynolds. Harvey Stephens—co-featured with Miss Alexander—as the small-town boy who left home to become part of the great outside world and returns to win the girl he has loved since his adolescence is forthright, strong, convincing. He manages to suggest the early narrow background and the later wide one, and to blend them.

"BALLYHOO OF 1932"

"Ballyhoo of 1932" tries to do in a revue what the magazine of the same name does in print. No attempt is made to conceal the relationship—the editor of the publication wrote the libretto, the first scene shows vendors at the Times Square subway entrance selling the magazine like "wildfire."

The revue is lavish, generous, indeed much too generous. Ten people are featured, there are twenty-six scenes, specialty dancers, regular dancers, an unusually large chorus, "plants" in the boxes. It reminded one member of the audience of an evening when he dined with a Russian family; the hostess herself had prepared the amazing assortment of hors-d'œuvres, and she sat and watched the guest consume them, measuring his appreciation of her art and skill by a quantitative standard.

"Ballyhoo of 1932," like anything else done on so vast and abundant a scale, is uneven. One or two of the sketches are inexcusably vulgar, most are carried beyond their natural ending, a few are both fresh and funny. But the revue is decidedly entertaining when Willie Howard is on the stage, and that, fortunately, is the greater part of the time. He is at his best in "Man about Yonkers," which he sings and acts, and in the "Rigoletto" number. Jeanne Aubert's burlesque of Greta Garbo in the sketch called "A Hollywood Training Camp" is uproariously funny. But from all angles—except that Willie Howard does not appear in it—the "Roulette Wheel" scene with its song, "Riddle Me This," and the dancing of Gloria Gilbert and Sunny O'Dea is the high point of the production. There are also two Albertina Rasch ballets with lovely chiaroscuro effects. And the score includes at least three songs that will probably prove popular. Russell Patterson's scenery is gay, colourful, and varied.

"THE MAN WHO RECLAIMED HIS HEAD"

The melodrama of the fortnight bears the unwieldy title, "The Man Who Reclaimed His Head." It is a sort of Jekyll-and-Hyde affair, the work of Jean Bart, who wrote "The Squall." The play is quite as unwieldy as the (Continued on page 101)

THE WIDE SHOULDER-LINE IS THE LINE OF CHIC IN THESE CHARMING NEW MODELS



FROCK No. 5961
Broad shoulders distinguish this frock, with set-in sleeves and a girdle. It is designed for sizes 12 to 20 or 30 to 38

EVENING FROCK No. 6045—This beautifully cut evening gown is designed to be worn with a blouse or cape. Designed for sizes 32 to 40

FROCK No. 6027
The collar of this "Easy-to-Make" model gives a broad-shouldered effect. Designed for sizes 12 to 20; 30 to 38

SEEN ON THE STAGE

(CONTINUED FROM PAGE 100)

title—much too long, actually dull for long spaces, grandiloquent, verbose, and more often than not mistaking sentimentality for sentiment. The numerous scenes, the use of the War, politics, diplomacy, ambition, café and street "colour"—even all these fail to conceal the fact that it is nothing more or less than a triangle play. The trick of having the stage revolve in full view of the audience robs the drama of illusion. Herbert Biberman's direction is on the whole lifeless: the carnival scenes lack gaiety, are mechanical, the timing is bad: the players are too obviously "grouped" and are permitted to "strike attitudes."

That excellent actor Claude Rains plays a brilliantly intellectual man with a grotesque face; his make-up is frightfully overdone; it makes

him look imbecilic. Worse, he is monotonous. Jean Arthur acts his wife charmingly. The others—there are an inordinate number—are mediocre.

"SMILING FACES"

"Smiling Faces," the musical comedy which brings Fred and Dorothy Stone back to Broadway, is old-fashioned in the worst sense. Even in the days when its particular formula was modern, it would have been considered "pretty poor." The staging and scenery are incredibly bad. The producers unconsciously described the whole affair accurately when they headed their newspaper advertisements "A Musical Comedy Eclipse."

"An Ounce of Retention"

Vassarette Foundation-Garments weigh next to nothing, but do wonders with figures

LIKE everything Vassar ever made, the new Vassarette Foundations start with *quality*. Smart women . . . the smartest women . . . have always expected that of Vassar. And the country's smartest shops have always looked to Vassar for it. Vassarette Foundations are Vassar in every meaning of the word. They are new. They are form-fashioned in the hand-knitted manner as only Vassar will take time to do it . . . or rather, can do it! The stretch and support is actually knitted in, to mold, and hold, rather than force the figure into fashionable lines. They stretch out, or up, or down, but never stay stretched, even after washing. And they wash beautifully. Soft next to the skin, smooth next to the dress. At the best shops, \$5 to \$15 a garment. Vassar Swiss Underwear Co., 2551 Diversey Ave., Chicago.

● UPPER FIGURE: All-in-one Foundation with feather-weight cup-shaped Bandeau. LOWER FIGURE: The little Vassarette Girdle with knit elastic waist and bottom.

VASSARETTE

FOUNDATION GARMENTS

GO YOU AND DO LIKEWISE

EVEN if you can't achieve the line and fit and finish of the *grande couture* all by yourself, you could, if you were a bright girl, have thought up some of the ideas the designers toss off, every now and then.

- Suppose, for example, you buy Mainbocher's beautiful plain, bright geranium-pink crêpe evening dress. What do you put with it? White gloves? A string of pearls? Silver slippers? If you do, you won't look exciting. Here's the way Mainbocher shows it: with black slippers and long, black suède gloves. And there you have something with a bit of spice. Incidentally, this dress was shown worn by a girl with smooth black hair. That's one of the great things about Mainbocher—the way he visualizes all his clothes as worn by smart women. A plain black crêpe evening dress, in this same collection, is shown with a looped-ribbon cape in two glorious shades of yellow, and long, squashy, yellow-suède gloves.

- Take Goupy's woollen runabout dress in tobacco-brown, with touches of forest-green. It's one of the spongy, knitted-looking woollens and has a divine scarf-collar. It swathes the throat, rather high, then bursts into a lovely drapery over the left shoulder, the green breaking through the brown, the brown breaking through the green. With one jerk, the mannequin switches it off, and this astutely complicated bit of couture resolves into two woollen handkerchief-squares, one brown, one green, knotted together at the corners. That's all.

- If your winter outfit cries aloud for a brown caracal scarf and you sit around bemoaning the fact that you can't afford one, you just haven't any gumption, that's all. One of the Goupy runabout ensembles has a scarf-collar made of a ten-inch-wide strip of brown shaggy wool (brushed wool, we used to call it), which has as much dash and chic as fur. It's worn looped high up under the ear.

- What about all the fur tails that must be mounting sky high in the fur warehouses of the world? Why hasn't any one ever thought of doing anything with them? Every one waited for Vera Borea to show the possibilities of utilizing these. All her fur scarfs are made of nothing but tails—foxes' tails, ermine, sable, and kolinsky tails—which sprawl out over your shoulders in the loveliest patterns, or knot up jabot fashion under your chin. To tell you the truth, it's not so simple as it sounds: the trick lies in the clever way the tails are attached, one tail onto the other.

- The way people leave perfectly good furs around in attics and fur storage is a sin and a crime. If there's a white fox anywhere in the family, get it out, cut off the head and tail, and tie it up around your neck with huge black velvet-ribbon ends. And there you have a stunning finish to a black evening dress (apologies, in this case, go to Monsieur Patou). And what about some natural lynx? If you can get your hands on any of that, have it made into a life-saver collar and wear

it caught over the tips of the shoulders, drawing an oval around the top of your silhouette, which gives a much newer line than the sling-scarf way of wearing such a fur piece. Chantal shows such a collar with a bronzy-brown woollen coat, slipping the fur under a scarf-collar of the material that knots at the throat. Mainbocher's long-haired fur collars all come off, which means that you can wear them with coat-dresses and evening coats, as well as with the day coats with which they are shown.

- The girls who seized upon ostrich and coq feather boas, this summer, were the girls who made a hit. Now, along comes Worth and proposes bright coloured velvet-ribbon ruffs to finish off your evening dress. We see possibilities in these, worn choker-fashion at the neck, especially with the new evening dresses that mount up to the base of the throat; or—equally chic—worn as the collar to an evening coat or cape.

- Louiseboulanger shows a town sports ensemble with a three-quarters, straight-line black astrakhan coat, a rough black woollen skirt, a rough white woollen top. All good, but nothing remarkable, so far. The touch of genius comes in with the scarf—of Yale-blue woollen with tiny white polka-dots. What colour scarf would have occurred to you?

- It took nothing more than the frilled white edges on black woollen day dresses to cause delighted surprise and flutter *chez* Lyolène. The frills looked like lace, but newer, more refreshing, somehow. Actually, they turned out to be borders of knitted white silk—knit two, purl two, on steel needles. As simple as that, and the result is a perfectly charming fluted frill.

- The Schiaparelli gilet-scarfs, which are one of the really great excitements of the year, are as simple as simple. They look like fancy waistcoats of Directoire-Dandy days. Actually, they're a strip of frilled and quilted ribbon, which goes around the neck like a scarf, the two ends just meeting as they stop short parallel to your mid-rib. An elastic belt, covered with the material of the dress, slips horizontally through the two ends and clinches it down in place. The reason these waistcoat-scarfs are so devastating, as Schiaparelli shows them, is because they are made out of a special ribbon and because they are worn with absolutely plain princess dresses—herein lies their enormous chic. Without trying to fool any one into thinking you are dressed by Schiaparelli—because that you can't do—, there's no reason why you can't get strips of white or coloured silks and play with this idea yourself.

- What about sashes on your evening clothes? Mainbocher puts a wide ribbon sash on some of his dresses. They're a cross between the wide flat sash you wore as a child, and a cummerbund, but they're worn higher up on the figure than either of these. They're flat over the diaphragm, and they cross (Continued on page 103)



For gracious hospitalities when reputations are at stake—this delicately dry, very dry, ginger ale with piquant personality.

CLICQUOT CLUB SEC



FLEXEES
AEG.
TWIN CONTROL
by Artistic

"Accenting" the new fall fashions decree

- Broad Shoulders
- High Bust Line
- Tapering Waist
- Narrower Hips

Amazing Creations in Girdles, Step-ins and Combinations.

• FLEXEES are moderately priced • At your favorite store.

ARTISTIC BRASSIERE CO., 31-37 W. 27th St., New York

AS YOUR SUNTAN FADES—

Do you find yourself buying half a dozen different shades of face powder to match up with your complexion?

That is old-fashioned and expensive. The modern thing is to use MARGIE, the face powder that blends with all complexions and all stages of any complexion. Made by the makers of LABLACHE so you are sure of its quality.

50c at Department and Drug Stores

BEN LEVY CO. BOSTON, MASS.



CHILDREN'S WINTER COATS

ENGLISH AND FRENCH
MODELS AS WELL AS OUR
OWN EXCLUSIVE DESIGNS
IMPORTED KNITWEAR FOR
CHILDREN THRU FOUR YEARS
LAYETTES • BASSINETS
GIFTS FOR THE NEW BABY

No Catalogue

MISS L. BROGAN, INC.
444 MADISON AVENUE
NEAR 50th ST. NEW YORK

GO YOU AND DO LIKEWISE

(CONTINUED FROM PAGE 102)

and fasten at the back and then extend in long, straight ends to the floor. One of these might be the way of giving your old evening dress a higher waist-line, because these sashes come right up under the bust. Louiseboulanger uses lots of baby-blue satin ribbon sashes with white evening dresses, but then, again, that's probably one of those artless things it takes a Boulanger to do. Lucile Paray makes a black velvet afternoon dress formal enough for Sunday-night suppers, by tucking a dicky made of twisted, coloured satin ribbons in the front.

• Creed, who has gone in for real dressmaking, makes lovely blouses out of Paisley-patterned silk handkerchiefs, to go with his suits.

• A black crêpe evening dress at Mainbocher's rises to the heights, all because it has two fringed silk squares spread over the shoulders—red at one side, bright green at the other. In other words, it might be worth your while, this year, to take a look through your trunks.

• Lelong gives a yellow-red evening dress the spark of life by adding a wine-red velvet sash. Augustabernard puts two-colour twisted velvet sashes on her evening dresses: a blue and fuchsia girdle with a violet crêpe dress. Don't forget that velvet touches add the special touch of grace to practically anything, this year. Louiseboulanger puts an oval, yoke-like collar of wine coloured velvet on a wine-red woollen suit. Lelong snaps up a black crêpe dress by adding black velvet ribbon touches at the neck and wrists. He also uses quilted velvet for a perfectly charming scarf and muff.

• What about velvet flower garlands as shoulder-straps to a velvet evening dress? All the bright young things at the Paris *boîtes*, this summer, wore cotton dresses with bunched flower shoulder-straps cut from the same stuff. The velvet-flower shoulder-straps are a perfectly good winter version of the same idea and easily carried out, especially in black velvet with a black velvet dress, or in pink velvet on black velvet. This is Lelong's idea.

• Hair ornaments were so enormously chic, this summer, that Mainbocher's evening bandeaux are particularly sig-

nificant. One is a twisted halo in two shades of the same red crêpe that trims a black velvet dress; the other is a black velvet laurel wreath, shoved, slightly on the slant, up against the edge of the hair. You are told to wear this with a black velvet dress—not a note of colour of any kind.

• Any girl who wants to look like a million dollars on one thousand dollars ought to sink her all into a mink bolero. Wear the mink bolero, as occasion and cold arise, over a furless coat-dress, a furless town coat, and a furless evening coat, and there, with the addition of a couple of afternoon and evening dresses, is your winter wardrobe complete from October to May. Need we explain that the town coat and the evening coat ought to be made so that they are perfectly good with the bolero or without? Brown-dyed ermine (not to be confused with summer ermine) is a good substitute for mink.

• Vionnet does the contrary version of this same idea: shows evening coats with long velvet skirts that detach, leaving a short fur or a short velvet jacket at the top. The chances are that it's the short jacket that you'll wear all by itself, nine times out of ten. But it's a comfort to have a magnificent long evening coat on hand when you want it. And Bruyère does something of the same sort for day—a wrap-around brown woollen skirt that slips out from under a brown-dyed ermine jacket, with a brown crêpe dress beneath.

• How to reconcile a matter-of-fact dressing-gown (our mistake, it's a *saut-de-lit*), with these nightgowns that swirl about one's feet is causing a lot of worry these days. Then, there's another bother—the nightgowns call for short jackets, some of these jackets with puffy sleeves, and you've got to take off the jacket to put on your *saut-de-lit*, or you crush the sleeves. Hélène Yrande settles the question neatly (as you might have settled it for yourself): makes a wrap-around bias-cut skirt, with a sash top that girdles the waist. Shows the skirt in palest yellow moire, with pale flesh-pink jacket and gown—one of the most attractive peignoirs of the year.

• There's no end to the ideas lying all around. Why not think some up yourself?



The Fall Mode Now Ready To Wear

The collection is beautiful and picturesque—full of pleasant surprises—now on review at Nelson-Hickson's thrilling new establishment. Afternoon and street dresses from \$29.50 to \$95. Evening gowns from \$55. to \$245. The dress illustrated of black velveteen with jet buttons and red crushed ribbon tie—smart beyond words—\$85.

NELSON HICKSON

4 W. 57th St. at 5th Ave.
New York



ANSWERS TO CORRESPONDENTS

ANY reader can obtain from Vogue Information Service answers to questions on social conventions, customs, entertaining, and matters of etiquette; on costume and fashion; on household decoration; on shops and wholesale houses dealing in merchandise of interest to Vogue readers; and on other subjects that fall within the scope of this magazine.

RULES FOR CORRESPONDENTS

(1) The name and address must be legibly written or printed at the be-

ginning or at the end of every letter.

(2) In order to answer all inquiries promptly, Vogue suggests that as few questions as possible be asked in any one letter; a reply may be delayed because of the totally unrelated questions contained in a letter, any one of which may require a considerable amount of research to answer adequately.

(3) Unless especially requested to keep a reply confidential, Vogue is privileged to publish any inquiry and answer that it considers of interest to its readers.

WHAT WOMEN SAY ABOUT

SYMPHONIE

THE SELF-SHADING FACE POWDER

Brunette

"Congratulations to SYMPHONIE! It blends in with my complexion (brunette) just perfectly, and I'm telling my friends to try it."

Miss M. C.

"During all the years that I have been using powders, I have never been so instantaneously and permanently satisfied as I am with SYMPHONIE. All the less important ones have failed to suit my own particular skin, for I am a brunette but have a fair complexion."

Margery L.

"I am delighted with SYMPHONIE. Never before have I used a powder to blend so well with my complexion."

Mrs. T.

"Medium"

"I have never been so completely satisfied with any face powder. The tone seems especially blended for me."

Miss D. B.

"SYMPHONIE is the exact shade that I need, and such a wonderful perfume. I love it! My one powder from now on."

Margaret L.

"I am rather blond and have always used pink powder, but I certainly like SYMPHONIE best. It takes all the shine from my face and seems to stay on better than other powders."

Mrs. C. F. B.

"Red Head"

"I have paid as much as \$5 for powder that was no more pleasing than SYMPHONIE. And I must tell you how flattering it is to my difficult type . . . rich auburn hair and creamy, tannish skin."

Mrs. Josephine S.

"I am a dark brunette myself, but I know a very fair-skinned, red-haired girl who has used SYMPHONIE since I recommended it to her a year ago, and SYMPHONIE matches her type, too."

Lucile F.

"I want to say how wonderful SYMPHONIE is . . . seems to be the exact shade of powder I should use."

Mrs. R. W.

Ash Blonde

"I am an ash blonde with hazel eyes but rather dark skin—not a fair skin like some blondes. I have bought SYMPHONIE twice. It is remarkable!"

Doris H.

"My skin is very clear and white and other powders made me look so unnatural. But I'm glad to find that SYMPHONIE is different."

Miss R. S.

"SYMPHONIE is the only powder for me! I have very blond hair and a few freckles that you can't notice when I use your powder."

Florence C.



SYMPHONIE

The Self-Shading Face Powder

YOU'LL FIND THIS NEW FACE POWDER (\$1 THE BOX)
AT EVERY PRINCIPAL PHARMACY IN THE UNITED STATES,
CANADA AND MEXICO, AND AT ALL THESE FINE SHOPS



NEW YORK: Saks-Fifth Avenue • John Wanamaker • Stern Brothers
 Lord & Taylor • Franklin Simon & Co., Inc. • Gimbel Brothers, Inc.
 B. Altman & Co. • Arnold, Constable & Co., Inc. • Bonwit-Teller & Co.
 Bloomingdale Bros. • James McCreery & Co. • Oppenheim, Collins & Co.
 James A. Hearn & Son • Abraham & Straus, Inc. • Frederick Loeser &
 Co., Inc. • The A. I. Namm Store

Akron, Ohio
 THE A. POLSKY CO.
 THE C. H. YEAGER CO.
 Allentown, Pennsylvania
 HESS BROTHERS
 H. LEH & CO.
 ZOLLINGER-HARNED CO.
 Altoona, Pennsylvania
 KLINE BROTHERS
 Ann Arbor, Michigan
 MACK & CO., Inc.
 Appleton, Wisconsin
 GEENEN DRY GOODS CO.
 PETTIBONE-PEARSON CO.
 Arkansas City, Kansas
 THE NEWMAN DRY GOODS CO.
 Asheville, North Carolina
 BON MARCHE, Inc.
 Atlanta, Georgia
 DAVISON-PAXON CO.
 Austin, Texas
 LERDECKE-MOFFATT CO.
 E. M. SCARBROUGH & SONS
 T. H. WILLIAMS & CO.
 Bakersfield, California
 MALCOLM BROCK CO.
 Battle Creek, Michigan
 J. C. GRANT CO.
 Beloit, Wisconsin
 MCNEANY DRY GOODS CO.
 Benton Harbor, Michigan
 THE ENDERS CO.
 Birmingham, Alabama
 LOUIS PIZITZ DRY GOODS CO.
 LOUIS SAKS CLOTHING CO.
 Bloomington, Ill.
 THE NEWMARKET
 MAYER LIVINGSTON & CO.
 Boise, Idaho
 C. C. ANDERSON CO.
 Boston, Massachusetts
 CONRAD & CO.
 C. F. HUEY CO.
 R. H. WHITE CO.
 Bowling Green, Kentucky
 MARTIN'S DEPARTMENT STORE
 Bridgeport, Connecticut
 THE HOWLAND DRY GOODS CO.
 Bristol, Connecticut
 THE MUZZY BROS. CO.
 Brockton, Massachusetts
 JAMES EDGAR CO.
 Buffalo, New York
 ADAM, MELDRUM & ANDERSON CO.
 E. W. EDWARDS & SON, Inc.
 F. ERION & CO., Inc.
 HINS & KELLY CO.
 JAHRAUS-BRAUN CO.
 Carthage, Missouri
 RAMSAY BROTHERS DRY GOODS CO.
 Charleston, South Carolina
 JAMES F. CONDON & SONS, Inc.
 KERRISON'S DEPT. STORE
 Charleston, West Virginia
 COYLE & RICHARDSON, Inc.
 THE DIAMOND, Inc.
 ZENIA SHOPS, Inc.
 Charlotte, North Carolina
 BELK BROS.
 REINHOLD'S DEPT. STORES, Inc.
 Chicago, Illinois
 CARSON PIERCE SCOTT & CO.
 THE DAVIS CO.
 MANDEL BROTHERS
 THE BOSTON STORE
 THE FAIR
 WIEBOLDT STORES, Inc.
 Chillicothe, Ohio
 THE W. M. NORVELL CO.
 Cincinnati, Ohio
 ALMS & DORPKE COMPANY
 MARLEY & CAREW COMPANY
 H. & S. POGUE COMPANY
 SMITH-KASSON COMPANY
 THE FAIR STORE COMPANY
 THE MCALPIN COMPANY
 Clarksburg, West Virginia
 THE PARSONS-SOUDERS CO.
 Cleveland, Ohio
 HALL BROS. CO.
 HUBBEE COMPANY
 WM. TAYLOR SON & CO.
 THE BAILEY CO.
 THE MAY CO.
 Columbia, South Carolina
 BON MARCHE
 Columbus, Ohio
 DUNN, TAFT COMPANY
 F. & R. LAZARUS CO.
 THE FASHION COMPANY
 THE MOREHOUSE-MARTENS CO.
 THE UNION COMPANY
 Corpus Christi, Texas
 PERKINS DRY GOODS CO.
 Dallas, Texas
 A. HARRIS & CO.
 SANGER BROS., Inc.
 TYCHER-GOTTINGER CO.
 Dayton, Ohio
 EIDER & JOHNSTON COMPANY
 MINERCK CLOAK COMPANY
 RIKE-KUMLER COMPANY
 Davenport, Iowa
 M. L. PARKER CO.
 Decatur, Illinois
 H. S. GEHARDT CO.
 Denver, Colorado
 DANIELS & FISHER STORES CO.
 GOLDEN EAGLE DRY GOODS CO.
 MAY COMPANY
 THE DENVER DRY GOODS CO.
 THE JOSHUA DRY GOODS CO.
 THE A. T. LEWIS & SON DRY
 GOODS CO.
 Des Moines, Iowa
 THE GLOBE, Inc.
 YOUNKER BROS., Inc.
 Detroit, Michigan
 CROWLEY, MILNER CO.
 DEMERY & CO.
 ERNST KERN CO.
 THE J. L. HUDSON CO.
 Dubuque, Iowa
 J. F. STAMPPER CO.
 Duluth, Minnesota
 THE DULUTH GLASS BLOCK
 STORE CO.
 Durham, North Carolina
 TILLEY STORES, Inc.
 Eau Claire, Wisconsin
 THE KEPLER CO.
 WM. SAMUELSON DRY GOODS CO.
 Elizabeth, New Jersey
 GORRKE-KIRCH CO.
 Erie, Pennsylvania
 FRANK, PRESCOTT & RICHARDSON
 COMPANY
 Evansville, Indiana
 THE ANDRES CO.
 Everett, Washington
 RUMBACH'S
 THE GRAND LEADER DRY GOODS
 COMPANY
 Fargo, North Dakota
 HERBST DEPT. STORE CO.
 Fond du Lac, Wisconsin
 HILL BROS. DRY GOODS CO.
 Fort Dodge, Iowa
 THE BOSTON STORE
 Fort Wayne, Indiana
 THE FRANK DRY GOODS COMPANY
 Fort Worth, Texas
 LEONARD BROS.
 MONNIG DRY GOODS CO.
 W. C. STRIFLING CO.
 THE H. C. MEACHAM CO.
 Freeport, Illinois
 F. A. READ
 STUCKENBERG & BORCHERS
 Fresno, California
 COOPER'S DEPT. STORE
 RADIN & KAMP, Inc.
 Ft. Collins, Colorado
 STATE DRY GOODS COMPANY
 Galesburg, Illinois
 KELLOGG, DRAKE & CO.
 Galveston, Texas
 DAVIDSON'S, Inc.
 Grand Rapids, Mich.
 HERPOLSHHEIMER CO.
 PAUL STEKETTE & SONS
 WURBURG DRY GOODS CO.
 Great Falls, Montana
 THE PARIS DRY GOODS CO.
 Green Bay, Wisconsin
 H. C. PRANGE CO.
 Greensburg, Pennsylvania
 S. W. ROSE CO., Inc.
 Guthrie, Oklahoma
 LINTZ DRY GOODS CO.
 Hamilton, Ohio
 BURNETT WAITE COMPANY
 Harrisburg, Pa.
 POMEROY'S, Inc.
 Hastings, Nebraska
 STEIN BROS. CO.
 Hazleton, Pennsylvania
 THE LEADER STORE
 Helena, Montana
 FLIGELMAN'S
 Houston, Texas
 THE COLUMBIA DRY GOODS CO.
 Hutchinson, Kansas
 RORABAUGH-WILEY DRY GOODS
 COMPANY
 Indianapolis, Indiana
 THE L. S. AYRES & CO., Inc.
 CHARLES MAYER & CO.
 H. P. WASSON & COMPANY
 Iowa City, Iowa
 YETTER'S
 Jackson, Michigan
 L. H. FIELD CO.
 STILLMAN DRY GOODS CO.
 Jacksonville, Florida
 COHEN BROTHERS
 "The Big Store"
 KOHN-FURCHGOTT CO., Inc.
 Jamestown, New York
 THE ABRAHAMSON-BIGELOW CO.
 Janesville, Wisconsin
 J. M. BOSTWICK & SONS
 Johnson City, Tennessee
 KING'S, Inc.
 Joliet, Illinois
 BOSTON STORE
 Joplin, Missouri
 THE CHRISTMAN DRY GOODS CO.
 THE NEWMAN MERCANTILE CO.
 Kankakee, Illinois
 THE CHICAGO STORE
 Kansas City, Missouri
 JOHN TAYLOR DRY GOODS CO.
 THE JONES STORE COMPANY
 Kingston, New York
 ROSE & GORMAN
 Knoxville, Tennessee
 MILLER'S
 Kokomo, Indiana
 WM. H. TURNER CO.
 La Crosse, Wisconsin
 WM. DORFLINGER CO.
 Lake Charles, Louisiana
 THE MULLER CO.
 Lansford, Pennsylvania
 J. C. BRIGHT CO.
 Lawrence, Kansas
 WEAVER'S
 Lawrence, Massachusetts
 A. B. SUTHERLAND CO.
 Liberty, New York
 KELLER'S
 Lincoln, Nebraska
 GOLD & CO.
 MILLER & PAINE
 Little Rock, Arkansas
 GUS BLASS DRY GOODS CO.
 Lockport, New York
 JENNS STORES, Inc.
 Louisville, Kentucky
 J. BACON & SONS, Inc.
 HERMAN STRAUSS AND SONS CO.
 KAUFMAN STRAUSS CO.
 Lowell, Massachusetts
 THE GAGNON CO.
 A. G. POLLARD CO.
 Madison, Wisconsin
 BARON BROS., Inc.
 HARRY S. MANCHESTER, Inc.
 Madisonville, Kentucky
 DULIN'S, Inc.
 Manchester, N. H.
 JAMES W. HILL COMPANY
 LEAVITT STORES CORP.
 Manitowoc, Wisconsin
 THE HENDERSON-HOTT CO.
 Marion, Ohio
 THE UHLER-PHILLIPS COMPANY
 Maryville, Tennessee
 PROFFITT'S, Inc.
 Mason City, Iowa
 THE MERKEL COMPANY
 Memphis, Tennessee
 J. GOLDSMITH & SONS CO.
 B. LOWENSTEIN & BRO.
 THE JOHN GERBER CO.
 Miami, Florida
 CHOMER-CASSEL'S, Inc.
 Milwaukee, Wisconsin
 GIMBEL BROS., Inc.
 HERZFELD-PHILLIPSON CO.
 (Boston Store)
 Ed. SCHUSTER & CO.
 Minneapolis, Minnesota
 THE DAYTON COMPANY
 L. S. DONALDSON CO.
 YOUNG QUINLAN CO.
 Muskegon, Michigan
 WM. D. HARDY & CO.
 Nashville, Tennessee
 ARMSTRONG'S
 CASTNER-KNOTT DRY GOODS CO.
 LEHECK BROS.
 New Albany, Indiana
 S. W. NEWBERGER & CO., Inc.
 New Orleans, Louisiana
 L. FEELEMAN & CO.
 D. H. HOLMES COMPANY, Ltd.
 MAISON BLANCHE CO.
 MARKS ISAACS CO.
 Niagara Falls, New York
 NIAGARA DRY GOODS CO.
 Norfolk, Nebraska
 A. L. KILLIAN CO.
 Oakland, California
 H. C. CAPWELL CO.
 CAPWELL, SULLIVAN & FURTH
 B. F. SCHLESINGER & SONS, Inc.
 Oklahoma City, Oklahoma
 KEER DRY GOODS CO.
 McEWEN-HALLIBURTON CO.
 RORABAUGH-BROWN DRY GOODS
 COMPANY
 Omaha, Nebraska
 J. L. BRANDERS & SONS
 HAYDEN BROS., Inc.
 THOMAS KILPATRICK & CO.

Orlando, Florida
 DICKSON-IVES CO.
 YOWELL-DREW CO.
 Oshkosh, Wisconsin
 THE HENDERSON-HOTT CO.
 Paducah, Kentucky
 PADUCAH DRY GOODS CO.
 Peoria, Illinois
 P. A. BERGNER & CO.
 Petaluma, California
 THE LEADER DEPT. STORE
 Philadelphia, Pennsylvania
 GEORGE ALLEN, Inc.
 FRANK & SEIDER CO.
 STRAWBRIDGE & CLOTHIER
 JOHN WANAMAKER
 Phoenix, Arizona
 GOLDWATER MERCANTILE CO.
 Pittsburgh, Pennsylvania
 ROGGS & BURL, Inc.
 GIMBEL BROTHERS, Inc.
 JOSEPH HORNE CO.
 KAUFMANN'S
 ALBERT J. MANSBACH CO.
 THE ROSENBAUM CO.
 Pittsfield, Massachusetts
 ENGLAND BROTHERS, Inc.
 Pontiac, Michigan
 CHASE'S, Inc.
 Port Huron, Michigan
 J. B. SPERRY CO.
 Portland, Oregon
 LIPMAN, WOLFE & CO., Inc.
 MEIER & FRANK COMPANY
 OLDS, WORTMAN & KING
 ROBERTS BROS.
 Portsmouth, Ohio
 MARTING BROS. COMPANY
 Providence, Rhode Island
 CALLENDER, MCATSLAN &
 TROUD CO.
 THE SHEPARD COMPANY
 Pueblo, Colorado
 CREWS-BEGGS DRY GOODS CO.
 DAY-JONES DRY GOODS CO.
 Quincy, Illinois
 HALBACH-SCHROEDER CO.
 CHAS. HUDSON, Inc.
 KRESPOHL-MOHNENSTECHER CO.
 Racine, Wisconsin
 ZAHN DRY GOODS CO.
 Reno, Nevada
 GRAY-REID-WRIGHT CO.
 Richmond, Virginia
 THE KAUFMAN STORE, Inc.
 Rochester, New York
 MCCURDY & COMPANY
 SIBLEY, LINDSAY & CURR CO.
 Sacramento, California
 HALE BROTHERS, Inc.
 WEINSTOCK, LUBIN & CO., Inc.
 Salina, Kansas
 STIEFEL BROS. & CO.
 Salt Lake City, Utah
 THE PARIS CO.
 San Angelo, Texas
 BAKER-HEMPHILL CO.
 San Antonio, Texas
 FROST BROS., Inc.
 JOSKE BROS. CO.
 WOLFF & MARK COMPANY
 San Francisco, California
 CITY OF PARIS
 HALE BROS., Inc.
 O'CONNOR, MOFFATT & CO.
 THE EMPORIUM
 San Jose, California
 HALE BROS., Inc.
 Santa Rosa, California
 ROSENBERG & SON
 Scranton, Pennsylvania
 SCRANTON DRY GOODS CO.
 Seattle, Washington
 THE BON MARCHE
 THE MACDOUGALL & SOUTHWICK
 CO.
 THE RHODES DEPT. STORE
 Sharon, Pennsylvania
 THE W. W. MOORE CO.
 THE SHARON STORE
 Sheboygan, Wisconsin
 H. C. PRANGE CO.
 Sioux City, Iowa
 DAVIDSON BROS. CO.
 T. S. MARTIN CO.
 Spartanburg, South Carolina
 THE AUG. W. SMITH CO.
 Spokane, Washington
 PALACE STORE CO.
 THE CRESCENT
 Springfield, Illinois
 S. A. BARKER CO.
 SPRINGFIELD DRY GOODS CO.
 Springfield, Missouri
 M. NETTER DRY GOODS CO.
 REPS DRY GOODS CO.
 THE HEER STORES CO.
 Springfield, Ohio
 THE HOME STORE COMPANY
 THE EDWARD WREN STORE
 Statesville, North Carolina
 RAMSEY-BOWLES CO.
 Steubenville, Ohio
 THE HUB
 St. Joseph, Missouri
 HIRSCH BROS. DRY GOODS CO.
 TOWNSEND, WYATT & WAIL DRY
 GOODS CO.
 St. Louis, Missouri
 FAMOUS-BARR CO.
 SCRUGGS-VANDERVOORT-BARNET
 DRY GOODS CO.
 STIX, BAER & FULLER CO.
 St. Paul, Minnesota
 THE EMPORIUM
 THE GOLDEN RULE
 Superior, Wisconsin
 MORAN'S, Inc.
 STACK & CO., Inc.
 Tacoma, Washington
 RHODES BROTHERS
 THE FISHER COMPANY
 THE PEOPLES STORE CO.
 Tampa, Florida
 MAAS BROS., Inc.
 Terre Haute, Indiana
 ROOT DRY GOODS CO.
 Toledo, Ohio
 THE LION DRY GOODS CO.
 Topeka, Kansas
 THE CROSBY BROS. CO.
 Tulsa, Oklahoma
 BROWN-DUNKIN DRY GOODS CO.
 THE VANDEVER DRY GOODS CO.
 Twin Falls, Idaho
 C. C. ANDERSON CO.
 IDAHO DEPARTMENT STORE
 Union City, New Jersey
 A. HOLTHAUSEN
 Waco, Texas
 R. E. COX DRY GOODS CO.
 Washington, D. C.
 THE HECHT CO.
 S. KANN SONS CO.
 PALAIS ROYAL, Inc.
 WOODWARD & LOTHROP
 Waterloo, Iowa
 THE JAMES BLACK DRY GOODS CO.
 Wheeling, West Virginia
 STONE & THOMAS, Inc.
 Wichita, Kansas
 THE ALLEN W. HINKEL DRY
 GOODS CO.
 Wilson, North Carolina
 J. & D. OETTINGER
 Worcester, Massachusetts
 DENHOLM & MCKAY CO.
 Yakima, Washington
 BARNES-WOODIN COMPANY
 Youngstown, Ohio
 THE G. M. MCKELVEY CO.
 THE STROUSS-HIRSBERG CO.

CANADA

Calgary, Alberta
 THE T. EATON CO. Ltd.
 HUDSON'S BAY COMPANY
 Edmonton, Alberta
 THE T. EATON CO. Ltd.
 HUDSON'S BAY COMPANY
 C. WOODWARD Ltd.
 Montreal, Quebec
 DUPUIS FRERES Ltd.
 THE T. EATON CO. Ltd.
 HENRY MORGAN & Co. Ltd.
 Regina, Saskatchewan
 THE T. EATON CO. Ltd.
 R. H. WILLIAMS & SONS
 Saskatoon, Saskatchewan
 THE T. EATON CO. Ltd.
 HUDSON'S BAY COMPANY
 St. John's, New Brunswick
 MANCHESTER ROBERTSON
 ALLISON Ltd.
 Toronto, Ontario
 THE T. EATON CO. Ltd.
 THE ROBERT SIMPSON COMPANY
 LIMITED
 Vancouver, British Columbia
 HUDSON'S BAY COMPANY
 THE DAVID SPENCER COMPANY
 LIMITED
 WOODWARDS DEPARTMENT STORE
 Victoria, British Columbia
 HUDSON'S BAY COMPANY
 THE DAVID SPENCER COMPANY
 LIMITED
 Winnipeg, Manitoba
 THE T. EATON CO. Ltd.
 HUDSON'S BAY COMPANY

COLOR MAKES OLD ROOMS INTO NEW



Color can do anything in your home—make commonplace rooms interesting, make dark rooms light, make small rooms large, make old rooms new. It can even take much of the curse from bad architecture.

House & Garden's Book of Color Schemes is a thoroughly practical—and very beautiful—guide to the planning of color schemes for every room in the house. It is compiled by the editors of House & Garden in collaboration with leading decorators and architects.

There are color schemes for every decorative period from the Renaissance to the Modern . . . Italian, French, English, and American . . . with special attention to the finest of the Modern styles. It explains the theory of color. It shows how to select a color scheme and build it up to a complete whole. It gives exact definitions of 182 colors.

A bedroom in the New York apartment of Mrs. Arthur F. Reichman. On gray-white walls, above the Biedermeyer bed, are mirrors that diffuse a soft glow. Curtains and bedspreads are bright green and yellow taffeta; the rugs gold chenille. Walter Johnson Inc., decorators

237 distinctive color schemes are presented . . . with eight pages of actual interiors in full color . . . and 312 photographs of unusual interiors accompanied by exact descriptions of color schemes—halls, living rooms, dining rooms, bed chambers, sun rooms, garden rooms, kitchens, baths.

House & Garden's Book of Color Schemes will give you charming ideas and save you from fumbling and costly experiments. The coupon below will bring your copy by return post. Sign and mail the coupon today.

HOUSE & GARDEN'S BOOK OF COLOR SCHEMES \$5.20

POSTPAID

THE CONDÉ NAST PUBLICATIONS, INC., GRAYBAR BLDG., N.Y.C.

- ☐ I enclose \$5.20 for House & Garden's Book of Color Schemes.
☐ I enclose \$5.20 for House & Garden's Second Book of Interiors.
☐ I enclose \$5.20 for House & Garden's Second Book of Gardens.
☐ SPECIAL: For \$12, enclosed send ALL THREE.

Name _____

Address _____

City _____ State _____

V.M. 10-15-32

IT'S ON PAGE

• Automobiles		• Ready-to-Wear	
Cadillac	<i>Facing</i> 88	Bromley-Shepard	107
Lincoln	75	Printz-Biederman	17
		U. S. Rubber Co.	<i>Facing</i> 9
• Beverages & Foods		• Schools & Camps	14-15
Campbell's Soups	73		
Clicquot Club	102	• Shoes	
• Cigarettes		Delman Shoe Salon	98
Chesterfield	<i>Back Cover</i>	Daniel Green Co.	80
Spud	93	Enna Jettick	13
Tally-Ho	21	Laird Schober & Co.	24
• Corsets, Hosiery & Lingerie		I. Miller	7
Artistic Brassiere Co.	102	Pedemode	2
Davenport Hosiery Mills	<i>Facing</i> 1	Selby Shoe Co.	<i>Facing</i> 17
H. W. Gossard	84	• Shoppers' & Buyers' Guide	10
E. Richard Meinig	26		
Perfolastic	107	• Shops	
Phoenix Hosiery	9	B. Altman & Co.	5
Vassar Swiss Underwear	100-101	Rose Amado	22
• Fabrics		Atkins	23
Fred Butterfield & Co.	92	Bergdorf Goodman	3
Coudurier, Fructus & Descher	94	Best & Co.	1
Du Pont Rayon	8	Miss L. Brogan	103
Wm. Hollins & Co.	97	T. O. Dey	22
Wm. Openhym & Sons	11	Jane Engel	23
Viscose Co.	<i>Facing</i> 16	Franceva	23
• Furs		Maria Guy	22
Jaekel	90	McGibbon	23
• Hotels & Travel		Mac Veady	22
French Line	<i>Facing</i> 108	Mainbocher	23
Hamburg-American Line	20	Maison de Linge	22
Hollywood-Roosevelt	21	Nelson-Hickson	103
Hotel del Coronado	21	J. Schaeffer	22
Italian Tourist Information Bureau	19	Shoecraft	22
Italian Line	19	Vanity Boot Shop	23
Japan Tourist Bureau	20	• Telephone Service Arrangements	
Matson Line—Oceanic Line	18	American Tel. & Tel. Co.	108
Travel Directory	18	• Toiletries	
• Household Supplies		Armand Co.	104-105
American Radiator Co.	<i>Facing</i> 93	Harriet Hubbard Ayer	81
Martex	<i>Facing</i> 89	Coty	79
Steuben Crystal	87	Croxon Inc.	107
Wamsutta Mills	6	DeVilbiss Co.	78
• Jewelry & Silverware		Carolyn Drew	85
Rogers, Lunt & Bowlen	<i>Facing</i> 92	Dorothy Gray	89
• Millinery		Houbigant	91
Knox Hats	4	Kleenex	88
• Miscellaneous		Kruschen Salts	21
American Optical Co.	82	Lucien Lelong	76
Carter's Inks	<i>Facing</i> 8	Ben Levy	103
Society of American Florists	86	National Oil Products Co.	96
		Pepsodent	83
		Pond's Extract Co.	(Creams) 77
		Pond's Extract Co.	(Powder) 99
		Kathleen Mary Quinlan	95

While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this index

ADVANCE TRADE EDITION OF VOGUE

NEW AND IMAGINATIVE COLOUR COMBINATIONS

A SPECIAL SECTION FOR MERCHANTS

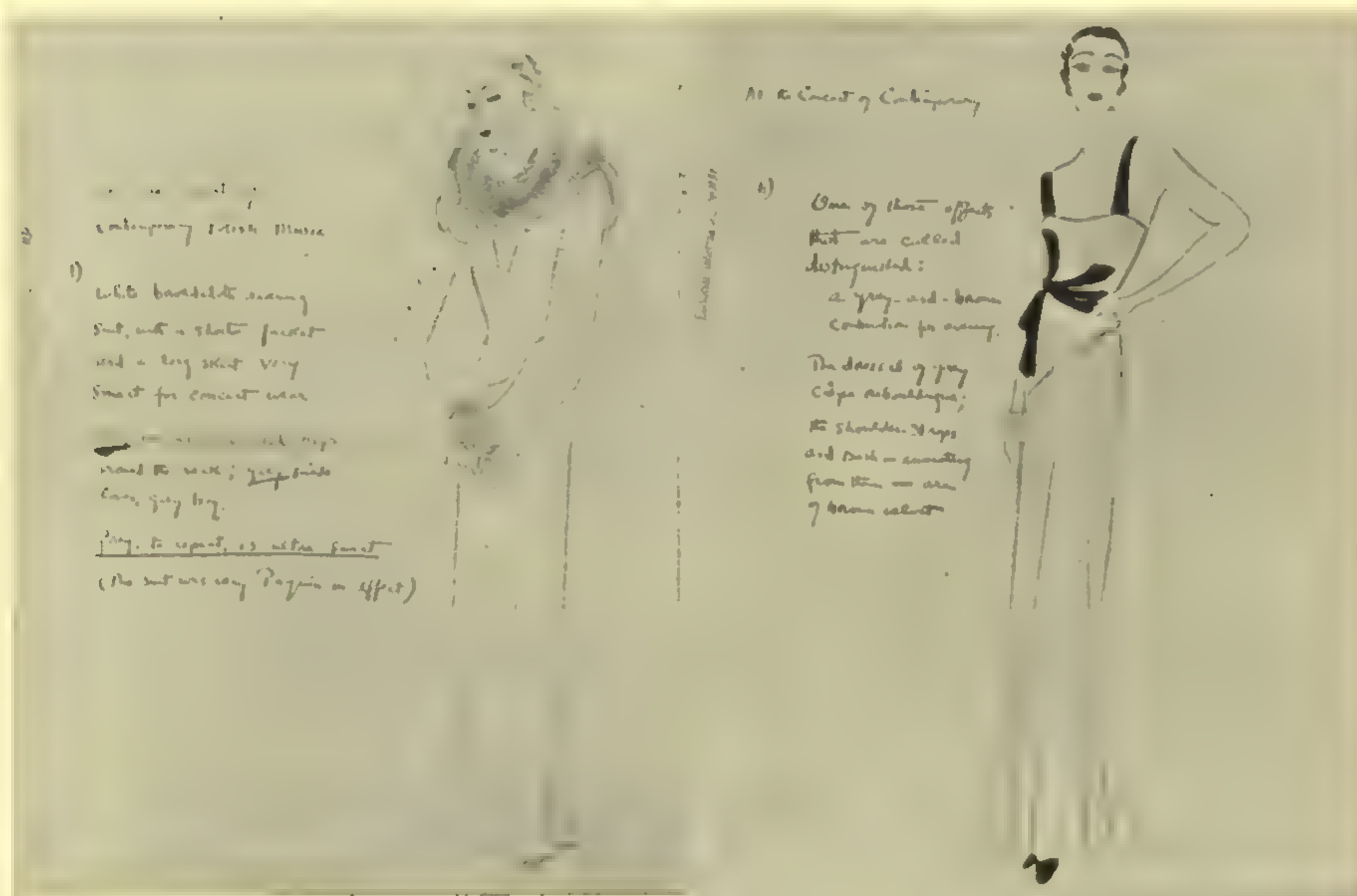
The purpose of the Trade Edition of Vogue is to summarize all the information contained in the magazine in brief and practical terms.

It also anticipates, with advance news and illustrations, trends that will affect the merchandising of future fashions. This material will not reach the public until succeeding issues of the magazine.

THOSE ELIGIBLE FOR TRADE SUBSCRIPTIONS

Retailers, manufacturers, and advertising executives are entitled to receive the Trade Edition of Vogue if their subscriptions are placed direct with the publisher—not through any agent or agency.

Trade subscribers are also invited to consult us, either in person or by letter, on questions of fashion, merchandising and promotion. For information write Vogue Editorial Service Bureau, 420 Lexington Ave., New York City.



White with Grey; Grey with Brown; Black with Brown Chic

1. A white broadcloth evening suit with short jacket and long skirt. Grey fox collar, grey suède gloves and bag.
2. The dress is of grey crêpe riboul-disque. The shoulder straps and sash are in one piece and of brown velvet.
3. A slim black crêpe dress with sables worn the Paquin way. Brown suède gloves and brown shoes add contrast.



Pale Blue with Touches of Cyclamen-Pink or Tomato-Red

1. Like the other dresses sketched on this page, this costume was seen at the concert of contemporary Polish music. A delphinium-blue dress with cyclamen-pink cape and sash to enliven it.
2. Tomatô-red touches on light blue. This combination is seen occasionally and is distinctly of this year. To be chic it must be handled with discretion, as must all unusual fashions.

OCTOBER 15, 1932

LATEST PARIS CABLE

Millinery

HAT TREND UP BACK DOWN FRONT WITH CROWN SQUASHED FORWARD FLATLY.

STOP PARISIENNES WEARING ALL TYPES BERETS WITH FULLNESS PROJECTING FLATLY FORWARD. STOP

REBOUX NEW SQUASHED ROBIN HOOD LINE TYPICAL. STOP

CHEZ TALBOT MOST EXAGGERATED. STOP BALANCES ALL TYPES HATS PRACTICALLY

ON BRIDGE OF NOSE. STOP WATCH FOR TALBOT BERET WITH FOLDED CUFF

BRIM, QUILL STABBED CENTER BACK OR CENTER FRONT; EXTREMELY IMPORTANT.

STOP TALBOT UBIQUITOUS EYE VEILS ACCEPTED BY PARISIENNES. STOP

AGNES COLLECTION TODAY CONTINUES EMERALD, RUBY, ALSO WIDENS RICH

COLOUR RANGE WITH SAPPHIRE, GARNET, ROYAL BLUE, ETC. STOP TRIMMING

EMPHASIZES UP BACK OR DOWN FRONT MOVEMENT. STOP FEATURES CRINKLED

VELVET, PERSIAN TURBANS, ALSO SOME PRACTICAL YOUTHFUL ROUND FANTASY

WOOLLEN MONKEY CAPS. STOP

Shoes

THREE AND FOUR EYELET OXFORDS SUPERSEDING HIGH DAY PUMP. STOP

HELLSTERN COMBINES VELVET AND ANTELOPES FOR AFTERNOON. STOP

Gloves

CHANUT LAUNCHING VELOURS DE LAINE GAUNTLETS WITH MATCHING LEATHER

PALMS, RIFLE SHAPED CUFF; EXCELLENT COLOURS, ESPECIALLY DARK BROWN,

BEIGE, CREAM. STOP

Pariscope

Christmas is the logical time for shops to bring forth their loveliest lingerie. It is with this thought in mind that we asked the Paris office to send these sketches which are typical of the kinds of underthings chic European women are ordering for themselves.

If yours is the sort of shop whose clientele appreciates very fine lingerie, why not import a few things from the designers mentioned on this page? In any event, the lingerie you promote for gifts should reflect the fashion tendencies indicated on this page.



An Evening Slip Which Actually Functions as a Combination Too

The ideal in evening underwear is one garment that suffices all requirements. Olga Hitrovo accomplishes this in "Vertige," an evening slip-combination with brassière top made of powder blue chiffon with beige point d'esprit lace.



The Pants Button onto This Short Chemise in a Child-Like Fashion

A lingerie set "Chemise d'Amour" by Bialo. It is made of pink chiffon with insertions of pale beige point d'esprit lace. Despite its frivolity, it has the practical advantage of being washed out quite as easily as chiffon stockings.



The Nightgown with Its Own Jacket Can Do Negligée Duty As Well

In the September 1st Trade Edition matching jackets with nightgowns were emphasized. The vogue is repeated here. Many of these gown-and-jacket combinations can also serve as negligées. Olga Hitrovo's "Nenuphar" in pink chiffon with beige lace.



A Train Is the Last Word in the Glorification of Smart Nightgowns

Simplicity has now become definitely obsolete. The new nightgowns borrow so much of their chic from evening dress fashions that an occasional one appears with a train. Krivitzky's "Darling" is well named. Of bias cut, pink chiffon with deep lace yoke.



The Nightgown That Looks Like an Evening Dress Becomes General

Designers conspire to make us look our most elegant in the boudoir. Olga Hitrovo's "Marlène" of ivory crêpe satin, cut on the bias. Note the capuchon-draped neckline. Epaulette sleeves of ochre-coloured point à l'aiguille lace combine superbly with satin.

MANY STORES ARE PROMOTING VOGUE'S ECONOMY FASHIONS



A Window by L. Bamberger and Company



A Window by LaSalle and Koch Co.



A Window by Elder and Johnson Co.

Above are photographs of windows featuring models from the Vogue Portfolio of Smart Economies. Turn to pages 67 to 70 to see this special new section. Write to the Vogue Editorial Service Bureau for information as to how your store too can sell these Vogue selected fashions.

RÉSUMÉ OF THE CONTENTS OF THIS ISSUE

Evening dresses. Page 31. Two ideal dresses for evening affairs with a business flavor.

Page 42. The new neckline is built right up to the throat.

Lanvin's sensational new colours—Raphael-blue and cherry-pink.

Page 43. Simple in effect but rich in material and colour is the formula for smart dinner gowns.

Page 46. Mainbocher drops his shoulders down the arms, with sleeves puffing out around the elbow.

Page 49. Sleeves for evening have definitely arrived at last.

Waist-lines range from mid-rib to Patou's low moyen-âge line.

The smartest evening dresses now cover the chest as well as the shoulders.

Page 61. Velvet evening dresses this year are usually black; the exceptions are in the deep, rich shades.

Evening wraps. Page 47. Patou's new zinnia shades in three lengths of wraps.

Page 62. A gold lamé wrap illustrating the pinwheel shoulder effect by Chéruit.

A mink capelet on a velvet bib-jacket is a winter version of last summer's cape.

Another lamé wrap, edged with bands of sable.

Page 63. A dramatic velvet evening ensemble, with huge mink collar.

Page 64. Joan Crawford in her new velvet evening wrap from Schiaparelli.

Dresses. Page 48. Sleeve interest is ubiquitous in this winter's clothes.

The waist-line for day varies as much as that for evening.

A choked look is achieved in all new models.

Page 50. A startling red dress.

Page 51. A brown coat dress of fantasy jersey with yellow silk jersey yoke.

Page 52. One of Lanvin's much talked about dresses.

Page 61. Velvet dresses to cover the "6 to 10" period.

Pages 67 to 70. Vogue's Portfolio of Smart Economies is of special interest to stores.

Suits. Page 50. Two of Schiaparelli's smartest suits.

Millinery. Page 50. Schiaparelli's fascinating knitted caps in new versions.

TRAINING FOR SALES

Now Is the Time to Prepare for Christmas

Check Back on Last Year

Go over with the store management (particularly the adjustment and delivery departments) the experiences of last Christmas. Discover what were the chief difficulties arising from salespeople's errors and hear suggestions from these departments for preventive measures this year.

Repeat this performance with each buyer and with the salespeople themselves. Plan a system of training that aims to minimize these difficulties.

General Broadcasting

Go over with the advertising and window display departments all promotion plans.

Go over with the various merchandise managers and buyers any special sales features that may be planned.

Condense all this information into a concise bulletin. See that every salesperson in the store for this period has a copy of this and digests it well.

The purpose is to acquaint the entire store personnel of what will go on in the store as a unit. Nothing happens more frequently or is more disconcerting than for a salesperson to be confronted by a customer with an obvious question that she cannot answer.

Supplementing this general outline of information, every store that has not already a system by which all salespeople see proofs of all the advertisements for each day's paper, should take pains to install such a procedure at once. With these proofs should be a notice of what merchandise is being featured in the window displays for the day.

Dispense with Meetings

It is superfluous, of course, to say that all training department meetings should be dispensed with during the Christmas rush.

At this time the training director and her staff can be of most direct help by jumping right into the thick of the fray and acting as sales supervisors, supplementing the efforts of section managers to see that shoppers get prompt and efficient attention.

PROMOTING FOR PROFITS

A Neediest Cases Christmas Campaign

Run a series of Sunday ads poking fun at Christmas B. C. (Before the Crash) and Christmas A. D. (After the Depression). As a fitting theme for Christmas A. D. plan each ad along the lines of the famous "neediest cases" so familiar in the news stories of each Christmas season.

An example of copy for such a campaign is—

"Neediest Case No. 1

—Great Aunt Matilda Juggernaut—

Case History: Poor, but proud. Immediate wants quite simple, but very pressing."

Recommendations: 1. A gay hooked rug to cover that well worn spot on her hospitable threshold.

2. A dozen dainty handkerchiefs to delight her dear old Victorian heart.

3. A set of delicately tinted sheets and pillow cases sure to gladden her carefully repressed, but nonetheless definite, taste for bright, colourful things.

A Gift-Bearing Tree on Display

Set aside an enclosed, prominent space at the entrance of the store or reserve a conspicuous window for a Christmas tree. Keep this tree on display for five or six weeks before Christmas. Use it as a medium to exploit special Christmas sale values.

A stationary display card in front of this tree might call attention to the fact that Blank's gift-bearing tree produces a fresh crop every few days. In some cases it may be possible to trim the tree with actual merchandise, each article being plainly tagged with a large silver star.

In general, just the silver star trimming, with merchandise displayed around the tree, will no doubt be the best arrangement.

Story Telling Hours for Children

Santa Claus, Punch-and-Judy shows and the rest of the usual attractions for children are in the tradition and should be preserved. But why doesn't some enterprising store engage the services of a professional story teller for certain afternoons every week and feature Christmas Story Hour?

ADVANCE GLIMPSE OF A SMART EVENING WARDROBE

A Wrap with Sable Trimmed Cape

1. The newness of this long velvet wrap lies in the elbow length cape, bordered with sable of which heads and tails are a chic feature. The colour news is deep, rich currant red. The small, choker-like collar is another new point. Worth's "Mabillon".

A Dress to Tune in with the Wrap

2. Augustabernard's "2" in currant red crêpe romain. Its chic is traced to the unusual double-in-effect waistline, all around pleated skirt and soft bertha bodice. A twist of violet and red velvet outlines the waist.



Velvet in an Indispensable Dress

3. A dress of the type that is so useful for dinners, country house parties, and other similar occasions. The matching jacket has scarf ends that can be looped and gathered into an amusing little muff. The model is Worth's "Les Clochards."

A Two-Color, Two-Fabric Dress

4. A second dress keyed to the Worth wrap, on the theory that two dresses to every wrap is the wisest plan. Lucien Lelong's "Choupette" with skirt and twisted girdle of black satin; bodice of cherry pink velvet.

PRE-VIEW OF A TYPICAL SMART WARDROBE FOR DAY

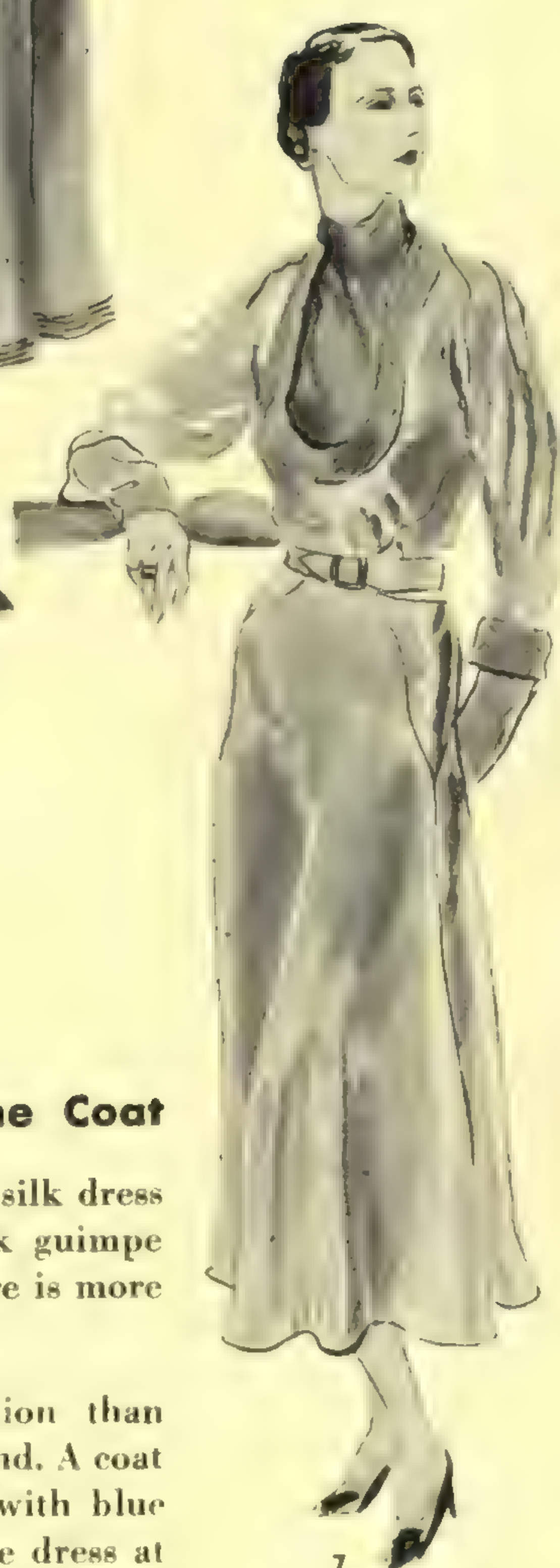


A Street or Fur Coat Dress

5. Jane Régný's "Airain", made of heavy green woollen with tabs on the sleeves. It can be worn as it is, or under your fur coat or with the very new little ocelot cape shown with it. Note belt attached to cape.

You Can't Do Without a Good Suit

6. Schiaparelli's "44" is a dull, brick coloured woollen suit with pale pink blouse of satin jersey. New because of its imaginative colour scheme and "snappy" lines. A three quarters coat of golden brown alaskan seal is shown carried over the arm.



Two Dresses Keyed to One Coat

7. Lanvin's "Islande" is a beige silk dress for winter, of all things. The silk guimpe with a high collar is blue and there is more blue on the sleeves.

8. A better wardrobe foundation than Molyneux "41" would be hard to find. A coat in slate-blue, cut bias and laden with blue fox. Appropriately covers both the dress at the left and the dress shown at the right.

9. A second dress for the center coat is Molyneux "11". Made of blue crêpe with a little turn down collar and sturdy silver buttons to give it a business look all day long.

FASHION POINTS

Display Cards for Stores That Want Them

*The quotations marked with an asterisk (star) below have been reproduced on attractive "Vogue Says" display cards, suitable for either window or departmental displays. Stores desiring these cards may have them on request without charge. Address Vogue Editorial Service Bureau, 420 Lexington Ave., New York City.

Quotations from the editorial pages of Vogue, introduced by "Vogue Says", may be used to increase the fashion authority of your advertisements and displays. But only the quotations listed on the Fashion Points page of the Vogue Trade Edition can be used without specific written permission. The entire contents of Vogue, including these Fashion Points, is copyrighted, 1932, by the Condé Nast Publications, Incorporated.

For the evening dress buyer:

Vogue says: "There's something regal about a velvet and sable dress."

*Vogue says: "The dinner-dress grows more invaluable."

Vogue says: "Here is the new low-down on shoulders—they drop down the arms, while the sleeve puffs out around the elbow."

*Vogue says: "Sleeves bloom even at night."

Vogue says: "As astonishing as the way clothes mount to your chin by day is the way they mount to your throat by night."

Vogue says: "It's smart and new to cover, not only your shoulders, but your chest."

For the ready-to-wear buyer:

Vogue says: "Not since the original leg-o'-mutton have we had such an outburst of sleeves."

Vogue says: "The waist-line rises and falls."

Vogue says: "Everywhere, there's a new movement up to the throat—in collar, scarfs, or the dress itself."

Vogue says: "Choose one waist-line and stick to it—or choose one for day and one for night, just for variety."

Vogue says: "Everything happens high on the figure."

Vogue says: "A lot of fur or none."

For the dress buyer:

*Vogue says: "The rich, deep shades are smartest in velvet."

Vogue says: "You seldom see this colour scheme—a beige wool dress with a pale blue top."

Vogue says: "You'll probably want to start out with at least two day dresses."

For the dress and yardsgoods buyer:

*Vogue says: "Broadcloth has tremendous distinction."

For the evening wrap buyer:

Vogue says: "The capelet goes into winter."

For the fur buyer:

Vogue says: "The new muffs transform old coats and excite dull ones."

For the cosmetics buyer:

Vogue says: "The rite of the bath is ever a matter of vital importance to luxury-loving ladies."

BROMLEY JERSEYS

Do not hug the figure!



Known from Coast to Coast for Quality and Smartness

No Wardrobe is Complete Without a BROMLEY JERSEY

Beautiful models and colors for your selection

S/33

Wool Jersey—\$25.00. Stock sizes—also made to individual measures.

Bromley-Shepard Co., Inc.

LOWELL, MASS.

BOSTON

NEW YORK CITY

Address all communications to Lowell, Mass.

A potpourri of good designs



TURBAN No. 6142—A hat to match your costume doubles its chic; bow optional. Designed for sizes 21 to 24

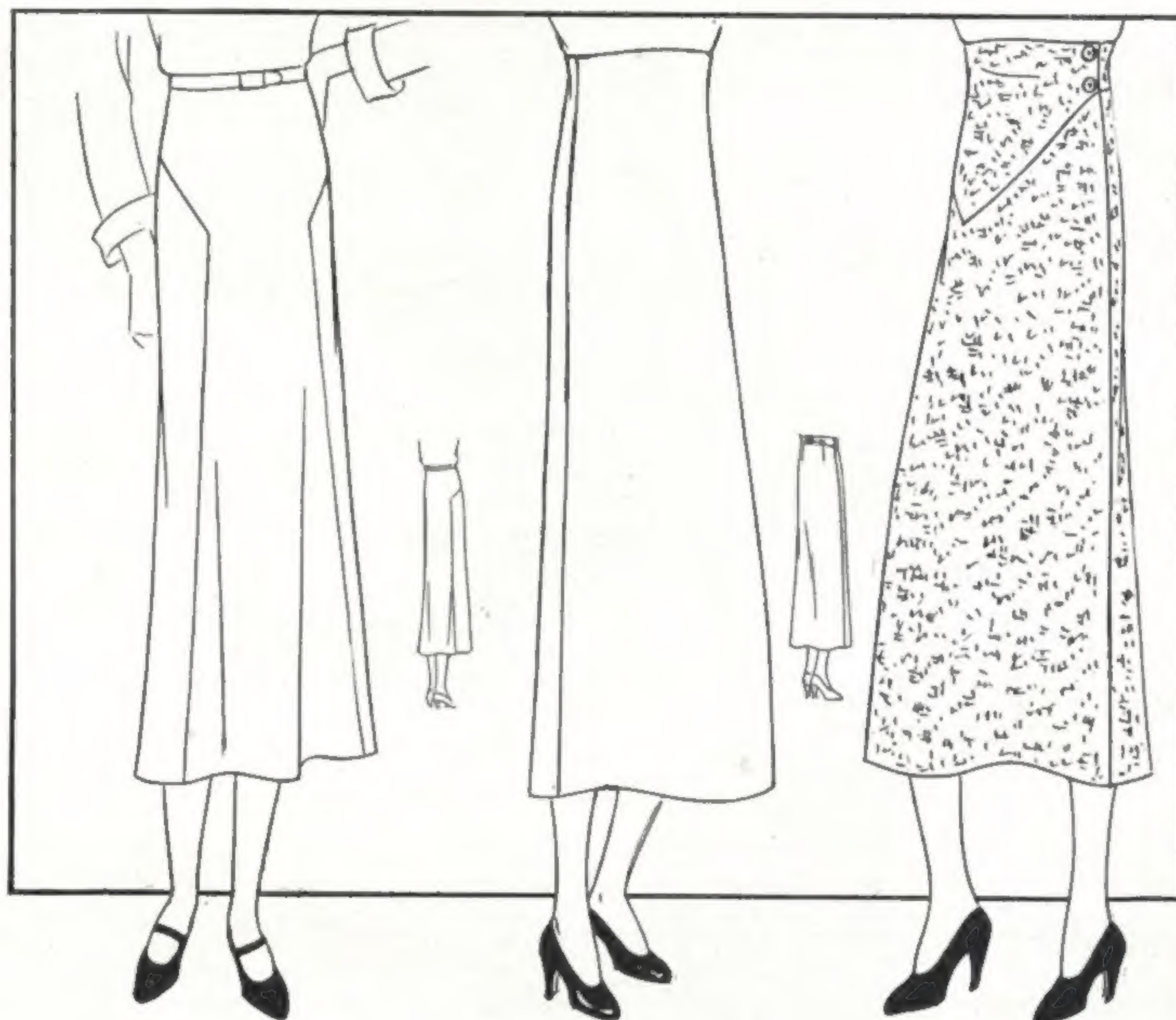


BERET AND SCARF No. 6141—The scarf is in one with the shaped collar; of gay woollen. Designed for sizes 21 to 24



PANTIES No. 3306—Children's bias panties and straight shorts both included. Designed for sizes 10, 12, 14

ACCESSORIES SET No. 6129—With a choice of three collars and a vest. Designed for sizes: small, medium, large



SKIRT 5911—An "Easy-to-Make" skirt; shaped panels; 26 to 38. Designed for size 30, 1 3/4 yards, 54-inch fabric

SKIRT 6081—Two views. Bias yoke optional. Sizes 26 to 38. Designed for size 30, 1 1/2 yards, 54-inch fabric



"I have
REDUCED my HIPS
9 INCHES with the
PERFOLASTIC GIRDLE

... writes Miss Healy

"IT MESSAGES like magic"
... writes Miss Kay Carroll ... "I reduced my hips from 43 inches to 34 1/2 inches" ... writes Miss B. Brian.

• Another writes ... "I wouldn't be without my girdle for \$100" ... and so many, many delighted wearers have assured us of the unfailing reducing qualities of our girdle ... that we now make this unusual **FREE** trial offer ...

REDUCE YOUR WAIST AND HIPS 3 INCHES IN 10 DAYS OR IT WILL COST YOU NOTHING

• Worn next to the skin with perfect safety, the tiny perforations permit the skin to breathe as its gentle massage-like action reduces flabby, disfiguring fat with every movement.

• **SEE FOR YOURSELF!** Stand before your mirror in the Perfolastic Girdle and be the judge. You actually look more slender the moment you put on this ventilated girdle.

• **START NOW** to reduce! In 10 days you can actually take inches off your waist and hips. Note our money-back guarantee ... which even includes the postage!

PERFOLASTIC

Dept. 7411, 41 E. 42 St., New York, N.Y.

Gentlemen: Without obligation send me **FREE BOOKLET**, sample of the Rubber and complete details of your **10 DAY FREE TRIAL OFFER!**

Name

Address

City..... State.....

"At last I'm free from ugly hairs"

Marvelous new cream checks regrowth of hair on face, neck or limbs

Why not escape the embarrassment of the ugly, disfiguring superfluous hair that detracts so much from natural beauty and interferes with your attractiveness, both socially and in business?

Thousands of women are now proving, to their own satisfaction, that at last there is a solution to the problem of checking the regrowth of superfluous hair entirely harmlessly and without pain, hair-pulling, irritation, or unpleasant odor.

Croxon spreads on like cold cream. After a number of applications the hair is noticeably lighter, both in color and texture, and finally its regrowth is checked.

Do not confuse Croxon with other products—there is nothing else like it. Satisfaction guaranteed.

Get Croxon Cream at your department store. Or use the trial size coupon.

CROXON CREAM



Send for **TRIAL SIZE** ... use it and see for yourself

CROXON, INC., Dept. 10H, 363 7th Ave., New York, N.Y.
Please send me Trial Size of Croxon Cream, for removing superfluous hair, and booklet with full particulars. I enclose 10c.

Name.....

Address.....

City..... 10H

“No bother . . . there’s
a telephone here in the nursery”



Joy is generously blended with responsibility in the business of caring for children. Many mothers have made their jobs easier and happier by having extension telephones installed in the nursery. The convenience is great, the cost small.

A nursery telephone allows you extra time with your children. You can attend to their needs and to household affairs almost simultaneously. You can share in their play, yet always be accessible to your friends and family.

There are other places throughout the house where handy telephones save time and steps, day and night. On your writing desk. By your bedside. In the pantry. In most of the often-used rooms.

Life is more gracious and much more efficient in the home that has adequate telephone arrangements. The local telephone company will help you choose, from the varied equipment available, precisely what you need. There is no charge for this assistance. Just call the Business Office.





PEOPLE are moving back to Paris. . . . The mid-season openings have filled the shops with the new, the different, the fascinating in Fall fashions. . . . The theater season is just beginning in London. . . . Operas and concerts are about to start at Covent Garden and the Salle Pleyel. . . . The Paris automobile show is always one of October's high spots. . . . There's horse-racing at Chantilly. . . . And, for the artistically inclined, the Grand Salon draws its multitude. . . . All over Europe the pulse of life is quickening . . . the tempo is swifter . . . the season is drawing to its height.


This is the time when Bar Harbor, Newport, and Long Island 'Hamptons yield to

Autumn . . . to a gay houseparty in Scotland . . . to a partridge shoot at Rambouillet . . . or to a sunny fortnight of golf at St. Jean-de-Luz. . . . People are moving . . . moving far from the summer's scene. And whether their October pleasure is found in England or on the Continent, year by year sophisticated travelers elect to go with France-Afloat . . . the French Line.

Many on board are seeking the swiftest route to England (which the French Line provides, via Plymouth). And a host of others wish to start their autumnal France as soon as possible . . . even in the shadow of Manhattan. (From Pier 57, North River, to the

covered pier at Le Havre, French Line atmosphere gives this *extra* France.) There's completeness and courtesy of service (from stewards who speak English) . . . renowned French cooking . . . supreme comfort and congeniality on France-Afloat.

This is a perfect Fall for travel. French Line rates are extremely low; and Tourist Class on express liners has been greatly enlarged. Any authorized travel agent will be glad to help plan an autumn trip for you with France-Afloat. . . . French Line, 19 State Street, New York City.

French Line 



ILE DE FRANCE, October 22 • PARIS, November 4 and 25, December 23 • CHAMPLAIN, October 29, November 19
LAFAYETTE, October 15 • DE GRASSE, October 27 • ROCHAMBEAU, October 15, November 19



Clicking



4000 MILES For Better Taste

Aromatic Turkish tobaccos, the best kinds, are used to season Chesterfields and make them taste better.

To make sure that Chesterfield is a milder cigarette, the greater part of 90 million dollars is invested in the tobaccos used in the Chesterfield blend.

Three big factories turn out millions of Chesterfields every day. They reach you just as fresh as if you went by the factory door.

CHESTERFIELDS are Clicking with Millions



PARIS for Fashion
CHESTERFIELDS
for Better Taste

Chesterfield

© 1932, LIGGETT & MYERS TOBACCO CO.